

2012 NCSHA Annual Awards for Program Excellence  
HFA: Nebraska Investment Finance Authority  
Entry Name: The NIFA Annual Report: The New Housing “Book”

If a “picture is worth a thousand words”...then a “video must surely be worth an entire book”. The beauty of a video is that it can convey the substance of the story, in a personal, heartfelt, manner, in 5 or 10 minutes versus hours needed to read the book. Visual and verbal testimony is often more powerful than the written word. Give up a few minutes of your time and a video can move you.

NIFA has that video!

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Each year NIFA prepares an Annual Report of our activities, including customary operating and financial results, that is shared with our State Senators\* and all Nebraskans. Traditionally, we, like many other HFAs, have used a brochure format to convey our messages. NIFA’s 2011 Annual Report is similar in its standard content...but innovatively different in format...and very different in other key ways!

Entitled “[Every good day starts in a Home](#)”, NIFA’s 2011 Annual Report is exclusively digital in its distribution and in addition to the customary updates of our activities, contains links to key components of our activities in pursuit of accomplishing of our mission to serve Nebraskans.

For the 2011 Annual Report, NIFA decided, in addition to communicating our message of accomplishments, reporting the “look back” if you will, to be innovative and focus on the future housing needs of Nebraska and how those needs are an integral component of community and economic development.

And who better to tell the story about housing needs and resources in Nebraska than Nebraskans? And how better to tell the story and convey the messages than individuals giving their personal thoughts in a video format...up close and personal?

Under the direction of NIFA’s Executive Director, staff members set out at our annual Housing Conference in January to create an informative, testimonial video about current housing issues, challenges and needs in Nebraska. One-on-one interviews with housing and industry partners in attendance were conducted and resulted in the creation of a 9 minute video entitled [Nebraska Housing 2012: State – Resources – Challenges – Future](#). Participants were asked to share their comments responding to the following questions:

- What do you think about the current state of housing in Nebraska? In your community?
- What is an example of a housing situation or success you would like to talk about at this conference?
- Which Housing resources are most important to you and why?
- What things can NIFA do for your community?
- What new initiatives should NIFA undertake to assist you?
- Is there any other thing you would like to say?

What they had to say makes us think, pulls at our hearts, and surely will prompt us to act. The speakers were candid, sharing with us the successes and challenges of Nebraska housing. Their impassioned statements made us hopeful and optimistic for the future. And that is the message we transmitted to our Senators and all Nebraskans with our Annual Report. The video component is from Nebraska citizens for Nebraska.

*\* Nebraska has a unique Unicameral legislature. All legislators are referred to as Senators.*

NIFA’s goal with the all digital format was to deliver our message without requiring the Senators to read “just another report” or “sort through another technical narrative”. The format allows them, and all Nebraskans, the opportunity to see the core of NIFA’s work and our impact on housing across the state quickly and easily. The “embedded link” to the video innovatively adds a powerful message to the Annual Report about the state of housing in Nebraska - a message from Nebraskans.... for Nebraskans.

The digital format also permitted NIFA to easily and timely share with the readers direct access to other important data in the Annual Report

- [2012 Nebraska Housing Study:](#)

The Profile of Nebraska, sponsored by the Nebraska Investment Finance Authority, is undertaken annually to continue improving, enhancing, expanding, and making more readily available information about homeownership and rental housing needs in the State. The objective is to continually provide current, high-quality, relevant information about factors that influence the development, production, use, rehabilitation, and need for housing and housing services in Nebraska’s local communities.

- [2012 National Association of Homebuilders – Nebraska Housing Study:](#)

National Association of Home Builders – Nebraska Housing Study was commissioned by NIFA in 2012 in an effort to understand and distribute accurate and timely information about the economic benefits of housing within the State of Nebraska. The study is comprised of two distinct reports:

[\*\*The Economic Impact of Home Building in Nebraska – Income, Jobs and Taxes Generated\*\*](#)

[\*\*The Economic Impact of Home Building in Nebraska – Comparing Costs to Revenue for Local Governments\*\*](#)

### **Going Viral:**

The Annual Report and video were distributed digitally to the Senators of the Nebraska Legislature at the conclusion of the legislative session in early April; and are posted prominently on our website homepage [www.nifa.org](http://www.nifa.org). Additionally, a copy of the Annual Report and video were distributed by email to our extensive contacts list, posted on the NIFA [Facebook®](#) page and is hosted on the NIFA [YouTube](#) channel. Many of our housing partners have provided a link to the video on their websites, demonstrating the multiplier effect of a well-crafted message.

Digital reporting, accompanied by visual videos, is the wave of the future. They are instructional roadmaps to what lies ahead for the housing industry. So, go ahead, do it! You know you want to! Turn on your computer, watch the [NIFA video](#), and hear first-hand about affordable housing in Nebraska. Connect, listen, and learn. You will be happy you did.

## **The NIFA Annual Report: The New Housing “Book” Exhibits**

### **NIFA 2011 Annual Report – “Every good day starts in a HOME”**

<http://www.nifa.org/downloads/2012nifaannualreport.pdf>

### **NIFA 2012 Housing Innovation Marketplace Video**

<http://www.youtube.com/watch?v=G-yXTpq9T10>

### **2012 Nebraska Housing Study**

[http://www.nifa.org/programs/index.html?topic=desc&ovr\\_ov=-over&prog\\_name\\_sent=2012+Nebraska+Housing+Study](http://www.nifa.org/programs/index.html?topic=desc&ovr_ov=-over&prog_name_sent=2012+Nebraska+Housing+Study)

### **2012 National Association of Homebuilders**

[http://www.nifa.org/programs/index.html?topic=desc&ovr\\_ov=-over&prog\\_name\\_sent=National+Association+of+Home+Builders+%2D+Nebraska+Housing+Study](http://www.nifa.org/programs/index.html?topic=desc&ovr_ov=-over&prog_name_sent=National+Association+of+Home+Builders+%2D+Nebraska+Housing+Study)