

NCSHA 2009 Annual Awards
Oklahoma Housing Finance Agency
Communications: Annual Reports
2008 OHFA Annual Report: *It's Not Just Black and White*

Purpose

Oklahoma Housing Finance Agency's annual report serves as its flagship publication, sharing with readers the accomplishments of the past year. **Previous surveys of OHFA's annual reports** have revealed that the success stories of individuals in OHFA's programs are extremely popular with readers. As one reader said, "OHFA's development of affordable housing is great, but it is the people who live in the affordable housing that matter." For that reason, OHFA's Annual Report Committee wanted to focus on success stories in the 2008 Annual Report.

Planning/Research

Each year, the annual report is distributed to OHFA's employees, OHFA's board of trustees, elected officials, community organizations, companies with which OHFA conducts business and other interested parties. In addition, the report is utilized at various events throughout the year as an informational piece. One of OHFA's **business goals** is to provide **customer education**. Its annual report serves as the primary way it communicates the agency's many achievements, both to its internal and external audiences.

The specific **objectives** of this annual report were:

1. To produce a quality annual report on a limited budget of \$14,000 for 1,500 copies.
2. To showcase success stories of Oklahomans who benefited from OHFA programs.
3. To design an annual report with a conservative, yet creative look.

Tactics

In considering a theme for the 2008 Annual Report, the committee determined that the whimsical yet informational style reports of past years were not as appropriate in a year when the economy was in such a state of flux. "It's Not Just Black and White" is an annual report comprised primarily of black and white images with spot color used to carry the theme.

The theme begins with the cover, which is comprised of corrugated black stock. Three diamond shaped diecuts reveal this is OHFA's 2008 Annual Report, a colorful house which serves as OHFA's logo and the agency's mission of "Helping Place People in Homes." When the book is opened, the theme "It's Not Just Black and White" is revealed.

Each spread answers the question "If it's not just black and white, then what is it?" For OHFA's Board of Trustees, "It's Remaining Steadfast in Our Commitments." For a new homeowner who previously spent a greater part of his adult life in a small mobile home that wouldn't accommodate his wheelchair, "It's Navigating Through My Own Home." A single mother reveals "It's Attending College So I Can Achieve My Potential."

To provide a little information about how OHFA employees contribute to the community, team members were asked to share names of organizations to which they volunteer their time. Shared on a page titled "It's Strengthening the World Around Me," the more than 30 organizations submitted for inclusion show a diverse workforce that strives to give back to the community. Lining the bottom of the staff pages are individual black and white images of each staff member. To carry the spot color as seen throughout the book, color is periodically dispersed.

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Budget

For the past several years, OHFA's Communications Team has committed itself to producing a first-rate annual report without using the entire amount of the allotted **budget of \$14,000**. For the 2008 Annual Report, OHFA spent \$4,575 on graphic design services provided by Old Hat Creative and \$5,000 for the printing, a total of **\$9,575 for 1,500 copies**. Staff salaries and mileage costs were also budget considerations. However, these are not considered line-items.

Evaluation

Goal 1: Produce a quality annual report on a limited budget of \$14,000 for 1,500 copies.

We achieved this goal by spending \$9,575 on the production of the annual report.

Goal 2: To showcase success stories of Oklahomans who benefited from OHFA programs.

The annual report's four main feature stories focus on recipients who have benefited from OHFA programs. Whether the focus is on a man in a wheelchair whose home provides independence or a retired senior whose apartment complex provides a sense of community and fellowship, each of these stories portrays that life is not "just black and white," it's about living.

Goal 3: Design an annual report with a conservative, yet creative look.

By trading splashy color and graphics for images that are primarily black and white, this annual report gives the feeling of an elegant publication that still exudes creativity.