

OFFICE OF THE EXECUTIVE DIRECTOR

We Do It With INTEGRITY

“As leaders of OHFA, the senior team influences the day-to-day operations of the Agency to ensure we meet our goal of carrying out the OHFA mission. This responsibility requires us to support high standards of transparency and stewardship and continue providing affordable housing options for Ohioans at the level that our stakeholders expect from us. To that end, we must continue to make upright decisions to steer the Agency’s policies and programs in the appropriate direction.”

- Doug Garver, Executive Director



COMMUNICATIONS: PROMOTIONAL MATERIALS

Office Mission Posters

Doug Garver, Executive Director

Arlyne Alston, Director of Communications and Marketing

2014 Entry Form
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name _____

HFA _____

Submission Contact _____

Phone _____ **Email** _____

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

Use this header on the upper right corner of each page.

HFA _____

Entry Name _____

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO

2014 NCSHA Award Nomination

HFA: Ohio Housing Finance Agency
Category: Communications – Promotional Materials
Entry Name: Office Mission Posters

Doug Garver, Executive Director

Arlyne Alston, Director of Communications and Marketing

The Ohio Housing Finance Agency's (OHFA) mission, We Open the Doors to an Affordable Place to Call Home, as well as its vision and values guide the Agency's work to provide affordable housing throughout the state of Ohio. OHFA's internal communications effort, led by the Office of Communications and Marketing, (C&M) works to uphold the Agency's charge and inspire more than 150 employees with a feeling of pride, accomplishment and camaraderie. In the summer of 2013, while the office explored updates to interior decor to reflect OHFA's new brand featuring a newly designed logo and color pallet, C&M considered updating the content on the existing posters to provide a well-rounded illustration of the Agency to its employees. At a time when the Agency hired an influx of new staff to administer the state's foreclosure prevention program, Save the Dream Ohio, C&M believed the new posters would help to educate new employees and compliment the ongoing effort to increase engagement.

Previous posters were displayed in the general area of each office space and included stock photography and a generic message about the importance of teamwork. C&M sought to re-design the outdated materials to include an uplifting message from the executive director that specifically addressed the accomplishments and challenges of each office. Every poster was written to connect employees with the Agency's mission. The posters are visually appealing with OHFA's updated color palette of rich hues of green, blue and brown, and feature photos of OHFA-funded properties throughout the state.

During this time, the Agency formed an Internal Marketing Group comprised of members of senior leadership and representatives from the Offices of Human Resources and Affordable Housing Research and Strategic Planning to work on an internal campaign to promote the Agency's values to employees in support of an onboarding initiative. The Internal Marketing Group focused their efforts on promoting OHFA's four core values identified during the Agency's 2014 Annual Planning process:

- Do it **Well** – OHFA works as a team alongside others to meet the public need; we know that we can achieve more with our partners than on our won.
- Do it with **PURPOSE** – OHFA's mission is meaningful and provides focus. We carry out our mission at a high level of performance to meet the needs of the public as well as our internal customers.
- Do it **TOGETHER** – OHFA accomplishes its mission and produces intended results; we get things done, and get things done right.
- Do it with **INTEGRITY** – OHFA is respected; our work is valued by partners and stakeholders. We are responsible for our actions and demonstrate ownership of our work.

Along with the new mission posters for each office, the group also designed posters featuring the four values and one promoting the Agency's mission. These poster sets are displayed throughout the Agency

as a reminder of the great work accomplished within these walls. Additionally, they serve as a valuable tool for visitors as they powerfully summarize OHFA's efforts.

All of the posters were written and designed in-house by OHFA staff in C&M. The office worked with senior leadership, particularly the executive director, throughout the entire process to gain input on the content and images used for each poster. The cost accrued was \$679.50 to print the materials.

Response

The posters were unveiled to staff in the winter of 2014 and received an overwhelmingly positive response. Both staff and visitors voiced encouraging comments on the design and message throughout the building. As one employee said, "It is easy to get bogged down by the day-to-day tasks of our positions and forget why we are here. The new posters are an effective reminder of our mission. They help bring back the enthusiasm and excitement of knowing we are directly affecting people's lives and helping families find safe and affordable housing."

While the posters are simply one piece of the OHFA Internal Marketing plan, they are an essential. The posters are seen daily by employees as they arrive and depart, walk to meetings, get a cup of coffee or stop to chat with a colleague. Each time the posters are viewed, employees are reminded of their role in providing Ohioans with an affordable place to call home.

Attachments: Office Boards



We do it



WELL

with **PURPOSE**

TOGETHER

with **INTEGRITY**



Our Mission



*We Open the Doors
to an Affordable
Place to Call
Home*

OHFA uses federal and state resources to finance housing opportunities for families and individuals through programs designed to create, preserve and manage affordable housing throughout the state of Ohio.



OHIO HOUSING
FINANCE AGENCY

Our Values

OHFA **COMMITTS** to delivering its programs with a **HIGH STANDARD OF EXCELLENCE** to continually meet the public need for affordable housing.



OHFA HAS EMERGED as a **RESPECTED LEADER** in affordable housing through consistent demonstration of **INTEGRITY**, **PARTNERSHIP** and **PERFORMANCE**.



**OHIO HOUSING
FINANCE AGENCY**

Our Vision

We believe that **EVERYONE** should have a **QUALITY PLACE** to call **HOME**.



Through **STEWARDSHIP** of **PUBLIC TRUST**, OHFA will **LEAD** the nation in providing **ACCESS TO AFFORDABLE HOUSING** for low-to moderate-income households.



OHIO HOUSING
FINANCE AGENCY

OFFICE OF **HOMEOWNERSHIP**

We Do It **TOGETHER**

“As the Office of Homeownership, you are in a rewarding position in that you have the experience of witnessing first-hand how your work has helped someone realize the beauty of owning a home. This position requires you to work collectively as a team with OHFA’s partnering lenders, real estate professionals and housing counseling agencies across the state. Despite the possible economic setbacks and regulatory changes your work may face, it’s an astonishing feeling when you see the smiling faces of new homeowners who never dreamt of the day they’d open the doors to their new home. And a large part of that dream was made possible because of you and your team.”

- Doug Garver, Executive Director



OHIO HOUSING
FINANCE AGENCY

OFFICE OF **PROGRAM COMPLIANCE**

We Do It With **PURPOSE**

“After the construction is complete, the crews have left the site, and the ribbon has been cut, you are the individuals responsible for ensuring our mission to provide Ohioans with decent, safe housing isn’t forgotten. Your work can be time-consuming and requires traveling long distances but you do it because you believe in OHFA’s mission. I remain amazed at the dedication and time you commit to each housing community to guarantee each and every Ohio family, senior and individual living in OHFA-funded properties continues to live in the safe, healthy environment promised to them through our work.”

- Doug Garver, Executive Director



**OHIO HOUSING
FINANCE AGENCY**

OFFICE OF

PLANNING, PRESERVATION AND DEVELOPMENT

We Do It **Well**

“As the Office of Planning, Preservation and Development, you hold the unique position of making a vision and dream a reality for Ohioans. Your tenacious work helps to provide roofs over the heads of some of Ohio’s most vulnerable residents – seniors, individuals with a history of homelessness and mental illness, veterans and populations with special needs. Faced with limited resources, it is a difficult task; one that requires you to research and identify communities that have the most impact on Ohio’s low- to moderate-income residents. It can be a stressful and demanding position, but more than anything, it is a rewarding and purposeful position when the buildings are raised and a community is alive again.”

- Doug Garver, Executive Director



OHIO HOUSING
FINANCE AGENCY

OFFICE OF **OPERATIONS**

We Do It **TOGETHER**

“The Office of Operations provides important framework for OHFA’s mission. The unified collaboration of this group provides Agency awareness and exceptional customer service to both OHFA customers and your peers. Without your collective work to ensure the Agency runs effectively and efficiently, OHFA’s program offices would not be equipped to carry out our mission. Your contributions to this Agency are valuable and appreciated.”

- Doug Garver, Executive Director



OHIO HOUSING
FINANCE AGENCY

OFFICE OF THE **EXECUTIVE DIRECTOR**

We Do It With **INTEGRITY**

“As leaders of OHFA, the senior team influences the day-to-day operations of the Agency to ensure we meet our goal of carrying out OHFA’s mission. This responsibility requires us to support high standards of transparency and stewardship and continue providing affordable housing options for Ohioans at the level that our stakeholders expect from us. To that end, we must continue to make upright decisions to steer the Agency’s policies and programs in the appropriate direction.”

- Doug Garver, Executive Director



OFFICE OF **FINANCE**

We Do It **WELL**

“As the Office of Finance, you are the oil that keeps the wheel spinning. Your budget and accounting support provides the Agency with the tools necessary to make decisions and carry out its mission. Your work can be tedious and at times rather difficult as would be expected when managing a multi-billion budget. But you do it, and you do it well.”

- Doug Garver,
Executive Director



OHIO HOUSING
FINANCE AGENCY

OFFICE OF HOMEOWNERSHIP PRESERVATION

We Do it With **PURPOSE**

“As the Office of Homeownership Preservation, your work has a powerful impact on the state and its communities. Your expertise and tireless efforts to help struggling Ohioans maintain ownership of their home is admirable. Your work is difficult and can be overwhelming as you work with emotional homeowners struggling to maintain their possessions and dignity. Yet, faced with adversity, you maintain composure and remain committed to accomplishing the task at hand. Your work to develop innovative procedures and policies to efficiently respond to the state’s housing needs not only has a positive impact on Ohio’s homeowners, it also aids in sustaining neighborhoods to prevent future deterioration. I remain in awe of your purpose-driven work.”

- Doug Garver, Executive Director



OHIO HOUSING
FINANCE AGENCY