

Agency: Tennessee Housing Development Agency
2009 Entry: Communications

2008 Annual Report

The Tennessee Housing Development Agency's *2008 Annual Report* clearly communicated our achievements in an informative and visually appealing manner by focusing on the *Faces Behind the Funding* - the people who were affected by our work in 2008. The report begins by stating THDA's Mission, Vision and Values. The report then illustrates how THDA is putting our Mission into action and helping our Vision become a reality through the faces and stories of 10 recipients who benefited from our programs and services.

Innovation

The 2008 Annual Report was innovative because it is the first THDA Annual Report to be available only in electronic format. The report was designed to be sent via e-mail to the legislators, partners and customers who, in years past, have received a printed report in the mail. The 2008 Annual Report is also available in its original electronic format through the THDA website. We made the choice to make this year's Annual Report electronic for several reasons, but the primary reason was to be ecologically responsible. We strive to be a leader in housing and related areas. An electronic annual report follows in our efforts to be environmentally friendly. The 2008 Annual Report greatly reduced the amount of paper, dyes and other materials that we have used in years past. At a second level of efficiency, we did not repeat the financials within the report; instead the report holds a link to the financials as posted on www.thda.org. If the annual report's goal is to spotlight achievements, inviting more viewers to the website increases those opportunities.

Benefits Outweighed Costs and Effective Use of Resources

Because the report was electronic, THDA saved thousands of dollars in printing and mailing costs. Because we did not incur any printing or mailing costs the only real expense invested to produce the report was the THDA staff time to research, write and design the piece. Through the talents and abilities of our staff, and computer soft and hardware, we were able to successfully use our internal resources to produce the 2008 Annual Report entirely in-house.

The 2008 Annual Report was created through the collaborative efforts of several divisions. The Research and Planning division provided statistics and program information, the Financial Administration and Internal Audit divisions provided the financial statements and the Public Affairs division provided the creative: photography, the written word and design for the report. The pride in our accomplishments is not diminished by the intangible electronic presentation. Satisfaction is found in the low production costs.

Reached Targeted Audiences

The 2008 Annual Report was distributed through e-mail to our target audiences, including our local and national legislators, our partners and our customers, instead of through postal services as most traditional reports are. We saw this as an added benefit not only because of the reduced cost, but also recognizing e-mail as the preferred medium for most of our audiences. The legislators, partners and customers who received the report appreciated the convenience of receiving the report through e-mail. Our target audiences could save the report to their personal computers which would allow them to easily find and reference the report.

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Another added benefit of the electronic Annual Report is the ease in forwarding it to successive parties. Because the report could be passed on easily and at no cost, our audience could increase exponentially.

Easily Replicable

Because of the popularity of the electronic format we will almost certainly replicate that aspect of this year's Annual Report in most cases. We would encourage other HFA's to replicate the success we have had with this format.

Achieved Strategic Objectives and Achieved Measurable Results

Our objective with the 2008 Annual Report was to inform our target audiences of the accomplishments THDA made in 2008 and to put a human face on the work we do by introducing some of our funding recipients. We believe we achieved these objectives because of the amount of positive feedback we received about the report. Our readers were interested in our new programs and activities, our financial statements, and our impact on the economy, but the feature of the report that received the most praise were the photos and stories of the THDA funding recipients.

Supporting Documentation: AR in attached .pdf, and weblink: <http://www.thda.org/annrpt/2008.pdf>.