

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

Visit ncsha.org/awards to view the Annual Awards Call for Entries.

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact Matt Cunningham at mcunningham@ncsha.org or 202-624-5424.

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

Entry Name: _____

HFA: _____

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

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

HFA: _____

Entry Name: _____

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

**2015 NCSHA Annual Awards for Program Excellence
Wisconsin Housing and Economic Development Authority (WHEDA)
Communications | Annual Report
Mission. Vision. Values. | WHEDA Annual Report 2014**

Overview

Building on the success of its first digital annual report from the previous year, WHEDA unveiled a sleek, new digital platform for its 2014 annual report. The annual report – titled “[Mission. Vision. Values.](#)” – presented the Authority’s freshly revamped logo and brand identity, while paying tribute to the Authority’s mission, vision statement and employee values, which have served Wisconsin families and communities for over 40 years. The publication is a showcase marketing piece that highlights some of the many customer success stories that WHEDA played a role in during 2014.

Concept and design

The concept and design for the 2014 annual report was accomplished almost entirely by WHEDA’s in-house Marketing Team. The marketing team created the theme, crafted the stories and partnered with a production company to create a series of video testimonials.

After researching several digital platforms, marketing purchased FlipBuilder because of its ability to convert PDF files into mobile-friendly publications. WHEDA has a diverse audience of partners and stakeholders, so FlipBuilder offered a flexible solution that could be read by virtually all online readers.

The annual report videos, which were produced by Tweedee Productions, were used in tandem with photos from a variety of photographers from around the state. The photography captures real-life reactions from families and businesses that used WHEDA financing programs at their homes and places of work.

Target audiences

WHEDA’s target audience consists of a variety of internal and external stakeholders including WHEDA employees, elected officials, financial institutions, housing partners, community development entities, and the general public.

The annual report also pays tribute to the great work of WHEDA employees through video testimonials for each feature story. The employees chosen for each video were intimately involved in each project, which resulted in passionate, un-scripted interviews that were the crowning jewel for the annual report.

Strategic Objectives

WHEDA is widely recognized as a housing leader in Wisconsin with our stakeholders, but it was important to re-introduce WHEDA utilizing the new brand to our partners and the next generation of customers while demonstrating our commitment to the mission, vision and values that guide our day-to-day business operations. Throughout the annual report, the words – mission, vision, values – were incorporated into each story as well as messages from Governor Scott Walker, WHEDA Executive Director, Wyman Winston, and former WHEDA Board Chairperson, Lee Swanson.

The feature stories represent each of WHEDA’s core areas of focus: homeownership, multifamily housing, economic development, Transform Milwaukee, agriculture, housing grants as well as employee community service.

Story focus	Line of business	WHEDA partner	WHEDA program
Hillebrand family; first-time home buyers	Single family housing	UW Credit Union	Conventional first mortgage, Mortgage Credit Certificate (MCC), DPA second mortgage
Veterans Manor Apartments	Multifamily housing	Cardinal Capital Management; Center for Veterans Issues (CVI)	Low-Income Housing Tax Credit (LIHTC) program, High Impact Project Reserve (HIPR)
Taher, Inc.	Economic development; Transform Milwaukee	Milwaukee Economic Development Corporation	Transform Milwaukee Loan Guarantee
Benitz Farms	Agriculture; economic development	Security Financial Bank of Durand	WHEDA Participation Loan Program (WPLP)
Homeless shelter	WHEDA Foundation, Inc.	The House of Mercy	Housing Grant Program
Community service	Volunteerism	Goodman Community Center	Employee time

Effective use of resources

The Authority chose not to print annual reports as a cost saving measure, and a majority of the publication was produced in-house by the marketing team. The only costs incurred, employee resources withstanding, were \$4,925 for the production of six (6) videos, \$3,312 for all photography and \$99 for the FlipBuilder software.

WHEDA’s Marketing Team kept costs down on the annual report by incorporating the following measures:

- All imagery and artwork for the theme was designed by WHEDA’s creative services coordinator
- Stakeholder interviews were conducted by staff
- All stories were written and edited in-house
- Photography was completed by three (3) photographers in close proximity to each photoshoot for a fraction of the price for one photographer
 - WHEDA purchased all photography rights, so the images have been repurposed for the web site and other marketing collateral
- FlipBuilder was a considerable upgrade over Prezi from the previous annual report, which saved hours of labor by the Marketing Team

Response

WHEDA's 2014 annual report – Mission. Vision. Values. – has garnered an overwhelmingly positive response from external stakeholders and partners, and has generated over 300 views on WHEDA's YouTube channel. The testimonial videos were especially popular among WHEDA employees, who saw them as recognition of the great work they do on daily basis. Since it was unveiled in early 2015, the annual report continues to be shared with new stakeholders and partners as a cornerstone marketing and promotional piece for the Authority.

Click the following link to view the WHEDA Annual Report 2014 – "[Mission. Vision. Values.](#)"