



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

ARIZONA DEPARTMENT OF HOUSING
IMAGINE WHAT WE CAN DO IN THE NEXT 15 YEARS
COMMUNICATIONS CATEGORY: CREATIVE MEDIA

As October 1, 2017, which is the Arizona Department of Housing's 15th Anniversary approached, the organization searched for a meaningful way to communicate all that it had done during its first 15 years.

To celebrate this milestone the Department wanted to find a way to document and communicate, as well as celebrate the Department's accomplishments since it was established. To that end, the Department decided to create a media presentation that could serve several different purposes, including:

- ✓ Serve as a feature for the Director's presentation at the Department's annual conference, the Arizona Housing Forum held in late August 2017.
- ✓ Be sent via electronic means to the Department's constituency on the actual anniversary date, commemorating the occasion.
- ✓ Be featured on the Department's website during the entire 15th anniversary year as a report to the public and its constituency.
- ✓ Serve as a permanent, historical record documenting the Department's achievements.

Since the media presentation would be first unveiled at the 2017 Arizona Housing Forum, the Department selected the Forum's theme, *Imagine*, as the theme for the media presentation as well. This theme worked well, in that it conveyed the message that in retrospect, we could never have imagined all of the lives we would be able to touch in just 15 short years, but it also served as a catalyst, inspiring us to imagine what we can do in the *next* 15 years.

To convey the impact of the Department's programs, the presentation utilized statistics that provided information on the more than \$6.1 billion in investments made by the Department through its various divisions and programs, as well as 2.2 million Arizona households assisted. Interwoven between these impressive statistics, were video clips of the current and past Directors and staff members, and a cross section of the Department's partners, working in all areas to help the Department deliver on its mission.

The presentation, which runs just under 15 minutes, evokes a gamut of feelings; it takes viewers from laughter to tears, and highlights stories that our partners and staff wanted to tell that convey the story of the Department and the importance of its programs. It provided a great kick off to our 2017 conference, helped us celebrate an important milestone, and will serve as a historical reference point for the Department in years to come.

We did all that and more.

Now we pause and ask ourselves . . .
what can we imagine for the future?



Imagine...

what we can do in the next 15 years.

The media presentation may be viewed by visiting:

<https://www.youtube.com/watch?v=tD7jLpYos8I>

We believe this nomination meets all of the judging criteria:

- ✓ Innovative
- ✓ Replicable
- ✓ Reaches targeted audiences
- ✓ Achieves measurable results
- ✓ Provides benefits that outweighs costs
- ✓ Demonstrates effective use of resources
- ✓ Achieves strategic objectives