



## 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](mailto: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.

CHFA 2017 Community Report

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**Category:** Communications

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**Subcategory:** Annual Reports

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

CHFA evolved its Community Report, which resulted in an impactful representation of the year.

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**HFA:** Colorado Housing and Finance Authority

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**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](mailto:awards@ncsha.org).

## Summary

At a time when Colorado’s housing market is as challenging and demand for CHFA’s programs is significant, it’s vital for our community report to efficiently convey our mission to our stakeholders. CHFA’s 2017 Community Report balances customer perspectives, numerous achievements, and market trends in a concise, eye-catching manner. We took a new approach this past year to improve the effectiveness and usefulness of the report, which resulted in an impactful representation of the year.

## Objectives

### Effective communication:

We aimed to create our 2017 community report to be a more user and reader-friendly publication, on par with current marketing and communications methods to effectively capture our audiences. We made several efforts to write and design the report so that users can reference and share the material more easily and quickly, and so that readers can consume the information in a more manageable way. These efforts included:

- Reducing the page count by 74 percent
- Using an infographic style to communicate data points
- Designing customer stories to stand out through sidebars and pull quotes
- Reducing the overall copy

### Customer focus:

Telling the story of our mission in action through the experiences of our customers was key. We introduced the report with a letter from our Executive Director and CEO that reflects on how CHFA has impacted the lives and communities of the customers featured in the report.

Our three primary lines of business at CHFA (homeownership, rental housing, and business finance) each had a section in the report that was framed by a customer profile. We chose customers to feature who had an inspiring story and are located in various parts of Colorado. This conveyed the direct effect of our mission-driven work and our statewide reach.

### Who, how, and why:

The 2017 report was an opportunity to highlight not only who we serve but how and why we serve them. Each of these angles are major components to the purpose and execution of our mission.

- Who

In addition to customer profiles, we included interesting points about our customers such as:

- the household makeup of our homeownership customers and the percentage of which were first-time homebuyers;
- what types of rental housing we supported such as families, seniors, etc.; and
- business sizes and key industries supported.

We also featured a balanced and diverse mix of customer photos that represented customers of various programs, who are located in different parts of the state.

- How

Program descriptions and community engagement activities were highlighted through a combination of narrative and related outcome data, presented through colorful design and icon imagery.

- Why

Strategically weaved into the report are key data points on Colorado's housing market that demonstrate the need for CHFA's programs. Additionally, each line-of-business section includes an "economic impact corner" that puts into context how our programs positively affect Colorado's economy.

**Page design:**

To help meet our objective of creating a versatile publication that our staff and ambassadors can put to practical use, we intentionally designed our sections as front-to-back singular pages. This was not only for the sake of brevity and ease-of-use, it was to serve as a general concept for stand-alone handouts that may be used as a supplement to the report and/or other materials. We are currently collaborating with staff to make the adjustments needed to these pages that will make them relevant handouts/flyers for more targeted use such as one-on-one meetings or industry-specific events.

**Results**

Our concept of a different community report that was simple, yet informative, and inspiring, yet streamlined, came to fruition. We've received positive feedback from staff and are seeing a difference in how the report is received at events. In the past, it could be challenging to distribute our reports simply due to their extensiveness—but now they are "going like hot cakes." We also made the report available again via an e-version "flipbook," which is popular

with staff and stakeholders. The e-version was shared on CHFA’s social media channels and in various CHFA publications.

### **Visual Aid**

Please visit <http://online.flipbuilder.com/okgc/bhdn/mobile/index.html> to view the online flipbook of the CHFA 2017 Community Report. Hardcopies have also been mailed.