



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.

Background

IHCDA's Marketing and Communications (MaC) team worked closely with program managers, directors and the executive team on the development of our **2017 Annual Report: Breaking New Ground**. Early in the planning process we felt it imperative that we struck just the right balance between providing information about our programs, data on the amount of people served, the economic impact of our programs and success stories that associate individuals and faces with our programs.

We also felt it important to incorporate our 2017-2021 Strategic Plan. That is why we decided on the theme "**breaking new ground**" to set the framework for the new direction our agency is headed. This direction, as outlined in the Strategic Plan, was developed with feedback from our staff, partners and other interested stakeholders. We highlighted the 2017-2021 Strategic Plan on page 3 (Table of Contents).

Layout

Working closely with a team of staff members last fall, we identified several focus areas for the report:

- Creating Homeownership Opportunities
- Rental Housing
- Placemaking
- Comprehensive Community Development
- Homelessness Prevention
- Stabilizing Communities
- Innovation

We did this for several reasons. First, these focus areas are the pillars of our agency. While we, like most HFAs, administer a myriad of state and federally-funded programs, it is imperative that we demonstrate our effectiveness as an agency outside of the confines of these programs. Also, understanding the analytics of previous publications and Annual Reports, we determined that 24 pages is the maximum length. This forced us to have a high-level of scrutiny for what we included in the report.

Dissemination Method

In addition to distributing the print edition of our 2017 Annual Report to key stakeholders – from the Governor's office, Lt. Governor's office, state legislators, partners and not-for-profit organizations – in late February, the report was sent electronically and posted on our website using Aglaia's software. The Aglaia platform transformed the 2017 Annual Report into a virtual book complete with the ability to turn and skip to desired pages. This software also optimizes viewing on tablets and mobile devices. To both reduce costs and drive on-line traffic, we sent a post card to key stakeholders to encourage them to view the report on-line (see Appendix B). Throughout the year we capitalized on our social media platforms Facebook and Twitter to promote individual parts of the report. This has allowed us to continually promote the report and use it as an effective story year round.

Innovation through Analytics

There are multiple software companies HFAs use to make digital publications. Where the Aglaia platform has made our 2017 Annual Report innovative is through advanced analytics (see Appendix A). Through the software, we not only know how many people have viewed the report, but how many people viewed each page, how long they spent on each page and the total time spent reading the document. This has provided us invaluable feedback

as we determine the best and most appropriate ways to both compile and distribute this critical publication. It has also allowed us to establish specific goals, benchmarks and strategies to ensure we are continually extending the reach of our agency.

Conclusion

The 2017 Annual Report has allowed us – in just 23 pages – to effectively demonstrate the work we are doing to achieve our mission, strategic objectives, 2017-2021 Strategic Plan and most importantly to serve Hoosiers throughout the state of Indiana. Thank you for your consideration.

Appendix A

Provided below are web analytics of the 2017 IHCDA Annual Report.

The screenshot shows the IHCDA website interface. On the left, there is a photo of five people in a meeting. Below it is an article titled "A 'Housing First' Approach to 2017" with a sub-headline "a note from Jake's desk" by Jacob Slpe, Executive Director. The article discusses the "Housing First" program and its impact. On the right, there is a "CONTENTS" sidebar listing various reports and programs with their corresponding page numbers. At the bottom, there is a navigation bar with social media icons and the IHCDA mission statement.

	Visitors	Page Views	Average Time on Page	Average Pages Viewed
March 2018	261	5,247	12 seconds	20.10
April 2018	88	1,535	11 seconds	17.44
May 2018	48	831	14 seconds	17.31
Total*	397	7,613*	12 seconds	19.17

*A 14.89% increase over the viewership last year.

Appendix B

Provided below is the front cover of the 2017 Annual Report. Visit here to see the report online:
<https://www.in.gov/myihcda/2557.htm>



Note: 10 copies were mailed to the address below as instructed in the Call for Entries document.

NCSHA 2018 Annual Awards
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