



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.

SETTING THE STAGE FOR THE BIG PICTURE

The Iowa Finance Authority's 2017 Annual Report takes a closer look at the **BIG PICTURE** - how housing is at the intersection of housing, health, education, transportation and economic and workforce development.

Our programs all have specific purposes, but together, they intersect to enhance the quality of life in Iowa's communities — often in unexpected ways. We visited main streets and schools, coffee shops and factories to unravel just some of the ripple effects our investments have on Iowans' lives.

Meet the Iowans who directly benefited from the Iowa Finance Authority's programs. Then, see how our partnerships made an even bigger impact within their communities. We're proud to be a key part of the **BIG PICTURE** and help build a better Iowa.

STRATEGIC OBJECTIVES

Objective 1 – Fulfill Statutory Requirement

The primary objective of this project was to create a communications piece that would fulfill the Iowa Finance Authority's requirement to submit an annual report to the Iowa Legislature.

The Iowa Finance Authority is required by statute to submit an annual report to the Iowa Legislature each January that outlines the agency's accomplishments in the previous fiscal year.

However, instead of creating a one-time use report to fulfill this requirement, our goal was to create a multi-functional finished product that featured:

- Annual accomplishments
- Interactive map of investments by county and congressional district for each program
- Testimonials from Iowans who had benefited from our programs that year
- Interviews with Iowans attesting to the ripple effect of our programs in their communities

Objective 2 – Map it!

The Iowa Finance Authority has excellent program data; however, it's stored in many different formats and comes from many different sources.

Part of this project was streamlining the process in obtaining data. The end product was a master file which powers the interactive map on the Big Picture Iowa web site. The data allows the user to view investments by program, county, congressional district...and even since the inception of each program.

Objective 2 – Make it Multifunctional

The report needed to be multifunctional, so that we could also display it on our web site, both as a full version and in parts for each program. The report also needed to have the ability to be shared on social media, at tradeshow, public speaking engagements and in meetings with elected officials.

We have already used every component of the report (maps, investment graphics, video interviews, testimonials) multiple times on various platforms.

**Iowa Finance Authority
Big Picture Iowa – FY17 Annual Report
Communications | Annual Reports**

AUDIENCE

Primary: Iowa Legislators

The primary audience for the annual report was the 50 Iowa Senators and 100 Representatives that represent Iowa district in the Iowa Legislature.

WHY: Members of the Iowa Legislature are familiar with what the Iowa Finance Authority is, but they may not realize how many programs we administer, the monumental dollar amount we disperse to advance the state each year or how the programs actually translate into helping every day Iowans, like those in their districts.

While the Iowa Finance Authority is self-funded as a whole, we rely on the legislature to appropriate funding for several key programs and to provide support for our mission. It is important that we clearly communicate with legislators how our many complex programs benefit constituents in their district. Knowing that an annual report is often-times looked over and quickly dismissed, the report needed to have a twist.

Secondary: All Stakeholders

WHY: We viewed all other Iowa Finance Authority stakeholders as the secondary audience for the report, as we wanted it to be used as a showcase piece that would help Iowans view us as a key part of the big picture in Iowa.

This audience includes Iowa's congressional delegation, Iowa Finance Authority Board members, housing developers, lenders, Realtors, property managers, partner agencies and Iowans.

The main audience characteristic that was taken into account when developing the project plan was the vastly varying familiarity levels that our two audiences have with the Iowa Finance Authority.

Our stakeholders may be familiar with one particular program that they have interaction with, but the large majority is not aware of the wide-array of other programs that the Iowa Finance Authority administers. Other potential future Iowa Finance Authority consumers aren't at all aware of what the agency does or how our programs could benefit them, hence the need to an effective communication piece.

We also wanted to make the connection between our programs and the other state agencies to show how they all work together to enhance the quality of life in Iowa's communities. It is important for both audiences to see the connection on how everyone works together.

BENEFITS THAT OUTWEIGH COSTS

The total cost of the Big Picture Iowa project was \$10,000. We've been able to see a tremendous return on that investment by repurposing all aspects of the report.

The investment totals, maps, testimonial photos and video interviews have all been used as stand-alone features throughout the year on social media and various presentations.

A hard copy one-pager was also created to complement the web site for in-person meetings with our congressional delegation. The one-pagers highlighted the statistics for the state and their districts.

FEEDBACK

“I just want to say WOW!! Kudos on the 2017 Annual Report interactive website. It is beyond cool, just like you. This looks like a huge undertaking, so congrats to the team of experts that put it together.”

-Partner

“This report is very impressive. Thanks for sharing!”

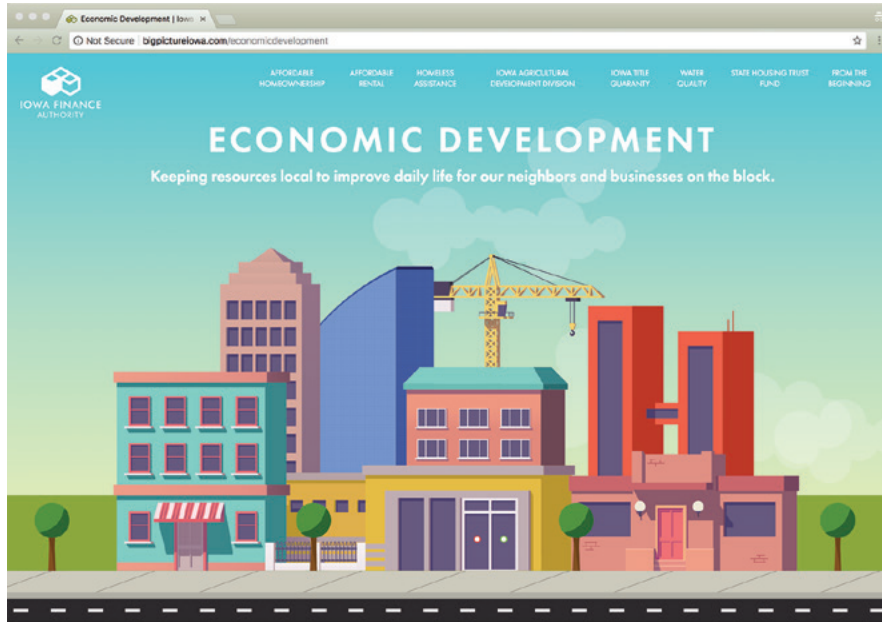
Administrator

REPLICABLE

This template can be easily replicated by other housing finance agencies. We found that this mix of mapping of investments and showcase direct impact as well as ripple effects through the digital format was a winning combination. It allowed us to showcase accomplishments in a format that can be easily archived, is memorable, easy to comprehend and accessible with a click of a mouse!

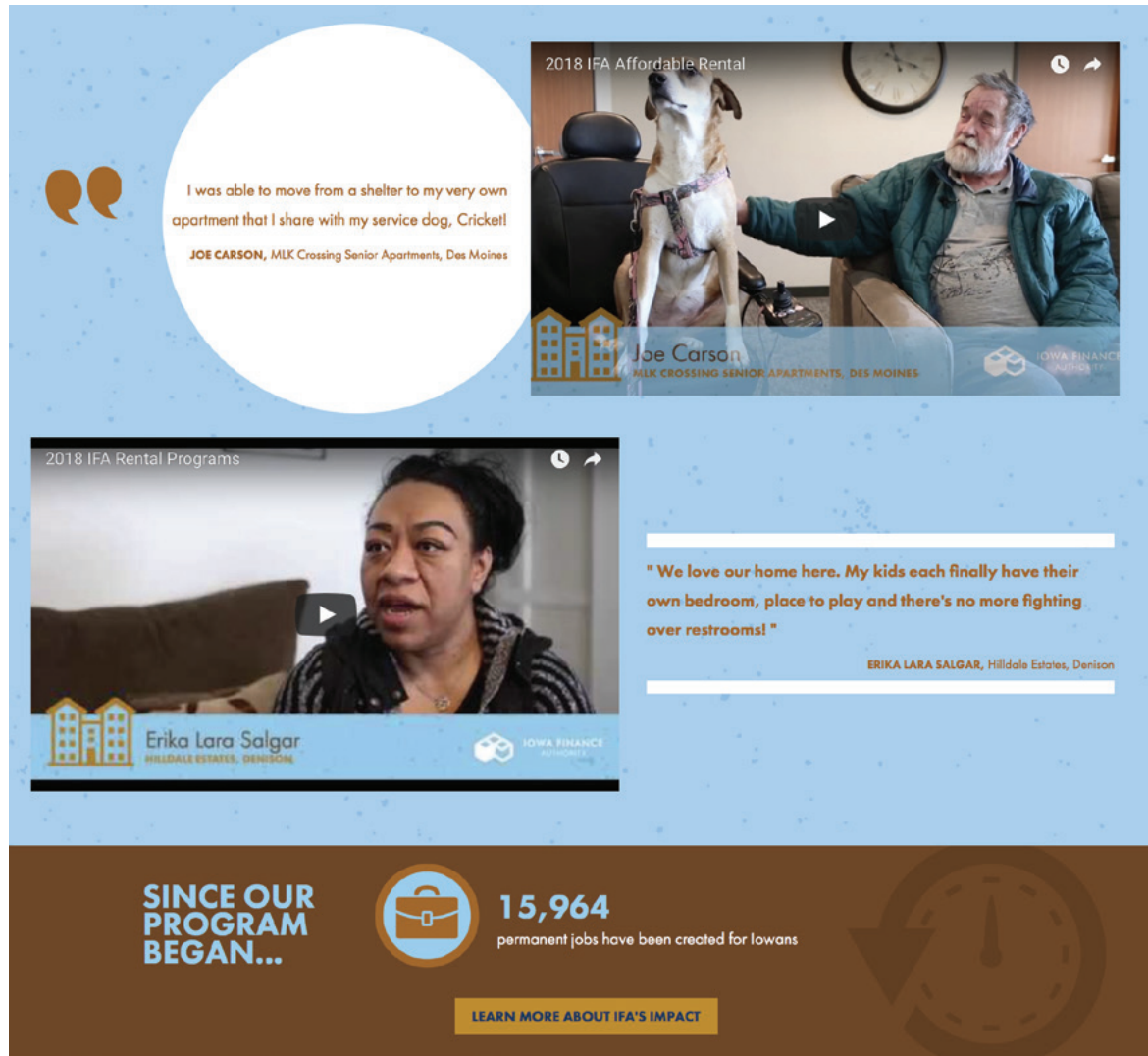
BIG PICTURE IOWA: 2017 ANNUAL REPORT

Click an image to explore the Annual Report



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Click an image to explore the Annual Report



I was able to move from a shelter to my very own apartment that I share with my service dog, Crickell!

JOE CARSON, MLK Crossing Senior Apartments, Des Moines

2018 IFA Affordable Rental

Joe Carson
MLK CROSSING SENIOR APARTMENTS, DES MOINES

2018 IFA Rental Programs

Erika Lara Salgar
HILDALE ESTATES, DENISON

"We love our home here. My kids each finally have their own bedroom, place to play and there's no more fighting over restrooms!"

ERIKA LARA SALGAR, Hilldale Estates, Denison

SINCE OUR PROGRAM BEGAN...

15,964 permanent jobs have been created for Iowans

LEARN MORE ABOUT IFA'S IMPACT

Click an image to watch testimonial

Affordable Rental Testimonial 1



Affordable Rental Testimonial 2



BIG PICTURE IOWA: 2017 ANNUAL REPORT

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