



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.

Strategic Housing Blog and Podcast

www.StrategicHousing.com

[Click here to watch the synopsis video for the entry.](#)

Overview

Kentucky Housing Corporation's (KHC) strategic direction in Fiscal Year 2018 set forth goals to develop and strengthen partnerships, so together through collaboration, we can better assess housing needs, better leverage very limited resources, and provide innovative solutions across the Commonwealth.

Part of the Corporation's larger partner strategy is to serve as a connector to build diverse partnerships and raise discourse about the composition of successful communities, through aligned efforts of affordable housing and its economic impacts, and education, healthcare, and jobs.

The foundation in reaching these goals is better, wider-reaching communication tools that will help KHC connect information and create events that build engagement.

The purpose for the blog and podcast, *Strategic Housing*, is to provide KHC with a voice—a platform to share information—and build community and increase partner engagement. However, the purpose for this platform is also to expand conversations outside of the Commonwealth to national audiences.

Background

KHC's mission is to invest in quality housing solutions. A blog and podcast platform helps KHC promote awareness about housing issues, solutions, and industry best practices that our partners and public care about. In turn, this drives traffic to KHC's website to promote the Corporation's programs, products, and services, and the housing conference.

A strong, effective blog also strengthens the Corporation's position as a leader and authority for affordable housing issues, perhaps not only in Kentucky, but nationally among our housing finance agency affiliates.

The decision to explore a blog option was driven by the following:

- A platform for KHC's new executive director to communicate, in a more modern approach, about KHC business and industry best practices.
- Useful method to promote partnership, engagement and connection to KHC's audiences on valuable information and replicable housing models and programs.
- Shares and links, through a syndicated platform, would expand the voice of KHC.
- Search engines would capture content and display the blog on search result pages and increase search ranking. More traffic + great content = more interest and business.
- Better customer leads through blog and podcast:

Innovative

KHC chose to implement a third-party blog and podcast platform. The look of the platform—though connected to KHC—does not match design elements of KHC’s website and brand consistency with concerted effort to brand to blog and podcast site as a stand-alone communication platform to reach national partners and markets.

Oversight and management of the platform resides in KHC’s Communications and Marketing Services and the platform is treated as a separate social media site for posting content, monitoring comments, and measuring effectiveness. KHC’s Technology Services team was integral in providing guidance and assistance in securing the platform that meets KHC’s information security standards.

KHC invited partners to become guest bloggers in an [eGram](#) on September 22, 2017, and during other events and opportunities. Guest bloggers are asked to review the [guidelines](#) and [Author Blog Release](#) before submitting entries to KHC for formatting and posting through Communications@kyhousing.org.

While it is imperative to engage partners and audiences in the blog/podcast platform, it is also essential to maintain a consistent schedule as defined by the [Editorial Calendar](#).

Replicable

This concept is easily replicable, even without a budget, because the subscription costs are nominal. The plan was to roll out the new platform around September 2017. We created interest by posting an [announcement teaser](#) on KHC’s website a before the blog was live. By following the steps listed below, the goal was met and the first blog was posted on September 5, 2017.

The planning steps in creating a blog are:

1. Choose preferred blog platform.
2. Choose web hosting for the blog.
3. Set up a blog on your own domain.
4. Design the blog.
5. Develop editorial calendar and pre-post 3-5 blog posts to generate more interest upon first visit.

Effective Use of Resources

The blogs are written and created in-house by KHC’s Executive Director, Communications and Marketing Services team, or our partners. The soft costs are staff time to travel to capture stories and photos if needed, drafting, storyboarding, and design production. The total yearly cost of implementing the blog and podcast is just under \$500, which consists of: \$194.40 for SquareSpace, \$240 for Zencast, and \$62.56 for associated renewal of domain names. KHC used previously purchased domain names, which vary in purchase and renewal costs. For this amount, as the following chart will show, we have obtained a growing outreach of over 1,000 unique visitors, many outside of Kentucky, which is helping KHC achieve its goal of sharing replicable affordable housing solutions and creating conversations about affordable housing across the nation.

Measurement of Success

After being live for over nine months, the amount of visibility increases each month for the Strategic Housing Blog and Podcast website. Additionally, over half of the readers reside outside of Kentucky.

	Q1 – FY 2018	Q2 – FY 2018	Q3 – FY 2018
Page Views	330	618	1,956
Unique Visitors	122	249	1,012
Subscribers	51	148	961
Referral Source	<ul style="list-style-type: none"> • 72% direct • 20% referral • 5% social • 2% search 	<ul style="list-style-type: none"> • 65% direct • 18% social • 5% search • 3% referral 	<ul style="list-style-type: none"> • 55% direct • 29% social • 10% referral • 6% search

Blog and Podcast Posts to Date (2017-2018)

Month	Topics
September	<ul style="list-style-type: none"> • Welcome: Learning the “Why” • Scholar House: Building Independence and Stability for Families • Top Three Challenges to Building a Scholar House
October	<ul style="list-style-type: none"> • Big Housing Ideas, Big Purpose • Empowering Kentuckians to Age in Place
November	
December	<ul style="list-style-type: none"> • Gratitude and Holiday Giving to Help Families in Need
January	<ul style="list-style-type: none"> • Solving Elderly Housing Needs in the Appalachian Mountains through Energy Efficiency • Podcast – Qualified Allocation Plan (QAP) - Part 1 • Podcast – Qualified Allocation Plan (QAP) - Part 2
February	<ul style="list-style-type: none"> • Displaced Coal Workers Find Careers through New Energy Internships • Third-World Conditions in a Twenty-First Century America
March	<ul style="list-style-type: none"> • Innovative Workforce Housing Model: Linking Housing with Services and Removing Blight • Podcast – Interview with NCSHA’s Stockton Williams
April	<ul style="list-style-type: none"> • The Fair Housing Act Makes Us Stronger: Commemorating 50 Years of the Fair Housing Act • 50th Anniversary of the Fair Housing Act – The Road is Long, Let’s Make Sure It’s the Right Road
May	<ul style="list-style-type: none"> • Paving the Way for Homeownership and Helping Buyers Achieve the American Dream • Creative Housing Strategies Bring Community to Neighborhoods in the Louisville Region