



## 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.

---

---

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

**Kentucky Housing Corporation**  
**Expanding Mortgage Access for Qualified Borrowers with Limited English Proficiency (LEP)**  
**Homeownership \ Empowering New Buyers**

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

**Overview**

In its 2017 scorecard for Fannie Mae and Freddie Mac, the Federal Housing Finance Agency issued a challenge to the Single-Family Housing market to better serve qualified borrowers with Limited English Proficiency (LEP). In May 2018, the Federal Housing Finance Agency (FHFA) along with Fannie Mae and Freddie Mac launched a multi-year plan to improve the ability of mortgage-ready LEP borrowers to understand and participate in all facets of the mortgage life cycle. We are proud to share that Kentucky Housing Corporation (KHC) was already hard at work on empowering new buyers within the LEP market with efforts began in 2014.

Title VI of the Civil Rights Act of 1964, prohibits exclusion from or discrimination in any program or activity receiving federal financial assistance on the ground of race, color or national origin. Additionally, Executive Order 13166, issued in 2000, requires all federal funding recipients to provide language access to LEP persons. To be in full compliance, now and in the future, KHC takes all reasonable steps to provide meaningful access to its programs and services for persons who are limited in their English proficiency. This policy applies to all programs and services provided through KHC offices and is outlined in KHC's Language Access Plan (LAP).

While there is a strong compliance aspect to KHC's LAP, there is an equally compelling business incentive to make KHC's programs and services accessible for LEP Kentuckians. According to new research from Viant, the Marketers Guide to Hispanic Millennials (1), Millennials are one of the most inherently multicultural consumers in the U.S. In fact, of the 75 million Millennials in the U.S. today, more than 42 percent are multicultural and over 20 percent identified as Hispanic.

*The State of Hispanic Homeownership Report*<sup>TM</sup> is a publication of the Hispanic Wealth Project, and in its recent Hispanic Homeownership Report (2), in collaboration with the National Association of Hispanic Real Estate Professionals (NAHREP), in 2016, 7,301,000 Hispanic households owned their homes. This accounted for 74.9 percent of the net growth in overall U.S. homeownership. Additionally, household formations are widely considered a primary predictor of homeownership growth. In 2016, Hispanics accounted for 330,000 new household formations, representing 38 percent of total household formations in the country. By 2060, the U.S. Hispanic population is expected to reach 119 million. This population is a growing and untapped business market niche for single-family lenders, and, as such, it has become a specific focus of KHC's single-family programming.

Data from the U.S. Bureau of Labor Statistics, indicate that between 2010 and 2016, Hispanics accounted for 76.4 percent of the growth in the U.S. labor force or three out of every four new workers added to the U.S. economy. Hispanics have a higher labor force participation rate than any other ethnic demographic, at 66.1 percent as of January 2017. A strong Hispanic housing economy is increasingly critical to the health and the well-being of the overall economy (6,198,000 in 2010 to 7,301,000 in 2016 making it a net gain of 1,103,000. (3)

In 2014, Latinos controlled \$1.3 trillion in spending power, accounting for 9.7 percent of all U.S. buying power, according to research by the University of Georgia Selig Center for Economic Growth. That figure is expected to be close to \$2 trillion by 2020, according to estimates from Nielsen and the Selig Center. (4) Jeremy Goldman, a leading expert in branding and digital marketing, indicated that it will become unavoidably more important for brands looking to survive and thrive to seriously and deliberately pursue the Hispanic markets. By some accounts, 51 percent of the U.S. population growth

**Kentucky Housing Corporation**  
**Expanding Mortgage Access for Qualified Borrowers with Limited English Proficiency (LEP)**  
**Homeownership \ Empowering New Buyers**

between 2015 and 2020 will come from Hispanics. KHC must continue to be deliberate, agile, and position itself as the needed partner of choice for this community.

**KHC's Efforts**

Prior to 2014, KHC only had a Spanish phone line to maintain minimum LAP compliance. . Corporately, it was determined that new outreach and marketing efforts to the LEP market was a missional means of empowering new homebuyers in Kentucky communities. Additionally, it was a means of expanding our market to new homebuyers. As part of these efforts, KHC re-vamped the language phone line not only for compliance purposes, but began to strategically use it for multicultural mortgage expansion, LEP homebuyer outreach, lenders/real estate agent/community network access, and housing education counseling opportunities. All language line consumers are referred to a language access solution: all near-ready potential homebuyers are referred to housing education counselors; all potentially ready homebuyers are referred to determined KHC-approved lenders; and all homeownership-ready LEP homebuyers are contacted by a housing education counseling agency, real estate agent, or lender.

To create more visibility, increase web traffic, and open access to housing programs, KHC created the position of Multicultural Outreach Coordinator who is tasked to ensure that LEP homebuyers have real-time access to program information, marketing materials, and loan servicing materials. Bilingual, fillable marketing materials allow KHC's approved lenders and real estate agents to customize and expand their marketing and community outreach. KHC also understood that to sustain these efforts, it is paramount to strengthen cultural competency through target trainings of its staff.

KHC takes every reasonable and meaningful step to translate vital documents to comply with its language access policy. Additionally, all videos produced by KHC are not only subtitled in English for the limited hearing, but are also available in Spanish for LEP customers. In its toolkit for housing education counselors, HUD's Office for Housing Counseling cited KHC as a best practice agency for its latest Analysis of Impediments that was simultaneously released in English in Spanish. KHC has embraced this to not only comply, but also to expand business and create an added value to KHC's standing in the market place.

The creative implementation of the LAP along with the execution of the LEP has increased the visibility of KHC on the internet and in Hispanic communities. The augmentation of referrals to lenders, real estate agents, and housing education counseling agencies are helping reposition KHC as a lender of choice, and our translated materials are sought after by partners across the state to be used for outreach, training, and other housing events.

**Strategic Partnership**

KHC has used effective partnerships to expand access to key information on mortgage programs. Strategic partners, such as city governments in various municipalities (Louisville, Lexington, Bowling Green, and Owensboro) are invited to discuss existing mortgage programs and financial education. Through its discretionary funding, the Housing Assistance Fund, KHC increased support for LEP homebuyer education to encourage more outreach from its network of housing counselors, and larger participation of LEP clients. KHC's Multicultural Customer Service and Outreach Coordinator teaches classes in French, Spanish, and Creole. These classes are held quarterly across the state, cultivating advocates in LEP communities and train them on KHC programs.

By embedding Spanish versions in its training materials, notably the First-Time Homebuyer Tax Credit (also known as the Mortgage Credit Certificate, MCC), KHC is making it easier for its network

**Kentucky Housing Corporation**  
**Expanding Mortgage Access for Qualified Borrowers with Limited English Proficiency (LEP)**  
**Homeownership \ Empowering New Buyers**

housing partners, and even potential LEP homebuyers, to have access to real-time training delivery and access to successful programs. Lenders and real estate agents welcome this initiative enthusiastically, and are using it as part of their outreach efforts.

**Results**

Through KHC's online and print advertising targeting Spanish homebuyers, over the last year, KHC's Spanish-speaking users accessing the website has increased 28.14 percent. In the same time frame, Spanish-speaking users who found a KHC-approved lender increased by 28.57 percent. Comparing 2017 to 2014, when KHC had just begun LAP marketing, overall website traffic has increased by 756.79 percent, and users by 1,027.78 percent. These website views have converted into noticeable mortgage loan production, as well. In 2013, 1.5 percent of KHC's loans were to Spanish-speaking homebuyers. In 2017, overall loan production doubled and KHC saw the percentage of Hispanic homebuyers jump to 4.6 percent, a 516.7 percent change.

This of course was done at a nominal cost to KHC. The yearly marketing budget for KHC's Single-Family programs is \$40,000 - \$10,000 of which is devoted to printing, promotional items, and sponsorships; the remaining \$30,000 is used for online advertising. Throughout these marketing efforts, Spanish publications and advertising are factored in those costs. Online advertising and social media outreach provide the largest engagement for the least staff time and budget impact – a single ad campaign for \$3,000 could net tens of thousands of views and several thousand clicks in the span of a few months. This increased engagement directly correlates with KHC's website statistics and the increases in loan production.

**Supporting Documents**

[Single-Family Marketing Materials](#)

[LEP Homebuyer Events](#)

[Dual-Language Facebook Posts](#) (This post has two fliers, English and Spanish, but the content is in both languages as well, responding to the language settings of a user's device.)

[Online Advertising Results](#)

[Success Story \(Video\)](#)

[Hispanic vs. Overall Loan Production](#)

**References**

- 1. Viant.** The Marketer's Guide to Hispanic Millennials. [Online] July 27, 2017. [Cited: April 30, 2018.] <http://www2.viantinc.com/w/marketers-guide-hispanic-millennials>.
- 2. National Association of Hispanic Real Estate Professionals (NAHREP).** 2017 State Of Hispanic Homeownership Report. [Online] March 29, 2018. [Cited: April 30, 2018.] <http://nahrep.org/que-pasa-nahrep/2018/03/29/2017-state-hispanic-homeownership-report/>.
- 3. Hispanic Wealth Project.** 2016 State of Hispanic Homeownership Report. [Online] 2017. [Cited: April 30, 2018.] <http://hispanicwealthproject.org/state-of-hispanic-homeownership-report/>.
- 4. Nielson and Selig Center.** Hispanic Influence Reaches New Heights in the U.S. [Online] August 23, 2016. [Cited: April 30, 2018.] <http://www.nielson.com/us/en/insights/news/2016/hispanic-influence-reaches-new-heights-in-the-us.html>.