



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.



2018 NCSHA Awards

Wyoming Community Development Authority

“WCDA Brings You Home”

Website Design & Development

Category: Communications

Subcategory: Creative Media



“WCDA Brings You Home” Website Development

Wyoming Community Development Authority (WCDA) has been working towards modernizing and updating its technologies and services. One of these major technologies is the WCDA public webpage. The last website had been created and updated over five years ago leaving a huge gap between what WCDA provided, and what was available in terms of web technology. The previous WCDA webpage was dated, difficult to navigate, and lacked features for ease of use for our customers. With these issues and challenges in mind, WCDA set forth to develop a new website.

In the initial stages of development, WCDA knew it needed a webpage that positively reflected its image and campaigns, was easy to navigate, and ultimately mobile friendly. Over 60% of WCDA web traffic comes from mobile and tablet devices. Knowing this, an easy to navigate mobile friendly site was crucial.

WCDA partnered with a local marketing firm to begin the web development process in September of 2017. Over the course of the next 6 months, WCDA drafted its new website. The internal Marketing and Communications Manager worked with each department to review and update all current content on the webpage to ensure that the material and content carried over, and the new design would be accurate, relevant, and condensed wherever possible.

After over 6 months of work, WCDA launched its new and updated website on March 22, 2018.

Innovative

WCDA’s new website reflects and represents modern web technology. Using WordPress as the engine, WCDA’s page features easy navigation and resources for our customer and business partners.

On the former website, WCDA’s participating lenders were available only as a list. On the new webpage, these participating lenders are viewed through an interactive Google map. The Real Estate Owned (REO) properties on the former webpage were also available only as a list. This former list made it difficult to distinguish regions in which the homes were located. On the new webpage, these REO properties are featured on an interactive map that allows for consumers to pick a portion of the state they’re interested in and explore available properties.

Another feature of the new WCDA website is an updated Human Resources field. The old site contained dated recruitment information on WCDA, lacked cultural resources, and supplied a dated paper application. The updated website features a “recruitment” video where potential employees can learn more about WCDA and its culture. In addition to the updated information and video feature, an online application fits seamlessly with the webpage allowing potential applicants to easily apply and learn about WCDA.



Wyoming Community Development Authority
“WCDA Brings You Home”
Communications: Creative Media

One issue with the former website was that it was difficult to find contact information to reach out to WCDA staff whether the visitor was a borrower, lender, or realtor. On the new site, WCDA added a “Ready to Connect?” box which populates no matter where a person lands on the site allowing the visitor to fill out brief information and submit their inquiries.

In addition to these new features, WCDA also added an interactive dashboard under its Multifamily section for its Demographics information. WCDA partners with Western Economic Services to provide statewide and regional data on demographics and economics. On the former website, this information was provided through multiple PDF’s. Now, this information is available through a streamlined interactive dashboard embedded directly on WCDA’s site allowing consumers to interact and decide which data they would like to view.

WCDA added navigation from the homepage for prospective homebuyers, current homeowners, multifamily partners, lenders, contractors, and realtors. Each of the subpages within these categories is designed for easy access to information pertinent to the individual. For example, under “Lenders”, quick links to our Lender Online system, Seller Guide, Interest Rates, Purchase Price & Income Limits, and Loan Product Matrix are available.

Replicable

WCDA’s website was designed with WordPress featuring the latest widgets and site capabilities which can be easily used on and within other sites. The new website was designed with ease of use in mind, not only for our consumer and business partners, but also internal customers. The ease of use allows internal marketing and IT individuals to update and adjust content in a timely and efficient manner.

Reach Targeted Audience

With mobile friendly at the heart of the design process, WCDA was able to design its site to work well with mobile technologies. This allows us to reach a mobile driven market and especially those of the millennial demographic along with incoming homebuyers in Generation Z.

Measurable Results

WCDA has seen a positive increase in web traffic since the launch of the new website. Looking back a year, WCDA has seen a 158.4% increase in web traffic and a 110% increase in website sessions. As anticipated, there was a large spike in use when the website launched which dropped off some, but we are seeing higher use and interactions than where we were a year ago. In addition, WCDA has seen a spike in communications coming from web traffic. With our “connect now” box, individuals are reaching out with their questions, averaging around 6 per day compared to 1-2 per week prior.



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Provide Benefits that Outweigh Costs

The total cost for our new website development was \$8,000. This cost included the design, edits, and support throughout the development process.

Demonstrate Effective Use of Resources

To create this website, WCDA partnered with a local marketing agency to help design the website. Internally, WCDA used its employees as the primary resource for content generation.

Summary

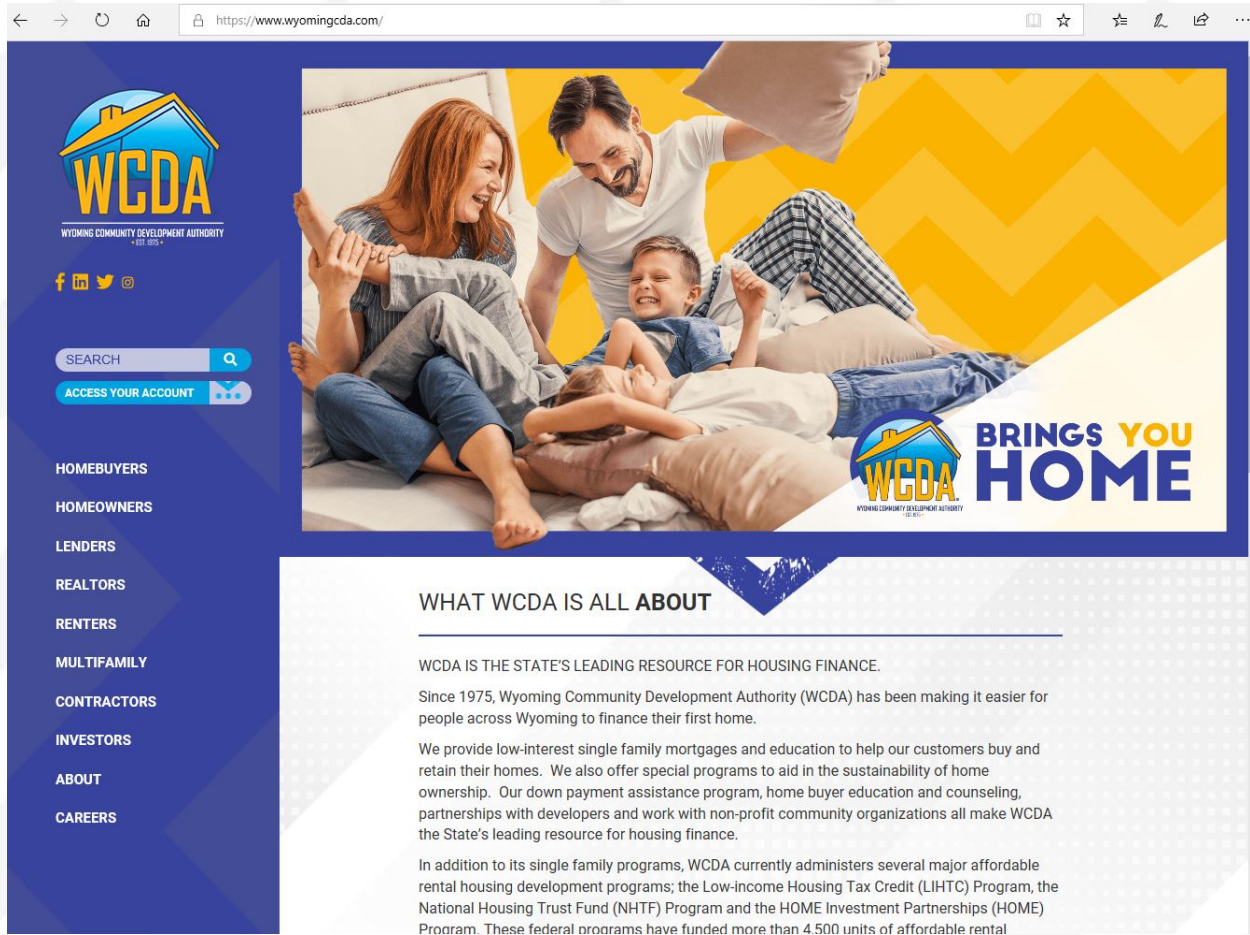
WCDA’s new website has been a success. With increased web traffic, higher inquiries, and growing new business, WCDA believes it made the right decision in updating its website.

Continuing to partner with our website developer, WCDA will stay current on web trends and updates to ensure that our target demographic’s needs are being met. Ensuring our customers have what they need will ensure WCDA’s future success.



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Visual Aids



The screenshot shows the WCDA website interface. On the left is a dark blue navigation sidebar with the WCDA logo at the top, followed by social media icons for Facebook, LinkedIn, and Twitter. Below these are search and account access buttons. A list of service categories follows: HOMEBUYERS, HOMEOWNERS, LENDERS, REALTORS, RENTERS, MULTIFAMILY, CONTRACTORS, INVESTORS, ABOUT, and CAREERS. The main content area features a large banner image of a family (mother, father, and child) sitting on a bed, smiling. The banner includes the WCDA logo and the slogan 'BRINGS YOU HOME'. Below the banner is a section titled 'WHAT WCDA IS ALL ABOUT' with a blue downward-pointing arrow graphic. The text in this section describes WCDA as the state's leading resource for housing finance, detailing its history since 1975 and the various programs it offers to assist homebuyers and renters.

WHAT WCDA IS ALL ABOUT

WCDA IS THE STATE'S LEADING RESOURCE FOR HOUSING FINANCE.


Since 1975, Wyoming Community Development Authority (WCDA) has been making it easier for people across Wyoming to finance their first home.

We provide low-interest single family mortgages and education to help our customers buy and retain their homes. We also offer special programs to aid in the sustainability of home ownership. Our down payment assistance program, home buyer education and counseling, partnerships with developers and work with non-profit community organizations all make WCDA the State's leading resource for housing finance.





In addition to its single family programs, WCDA currently administers several major affordable rental housing development programs; the Low-Income Housing Tax Credit (LIHTC) Program, the National Housing Trust Fund (NHTF) Program and the HOME Investment Partnerships (HOME) Program. These federal programs have funded more than 4,500 units of affordable rental





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WYOMING COMMUNITY DEVELOPMENT AUTHORITY
EST. 1973



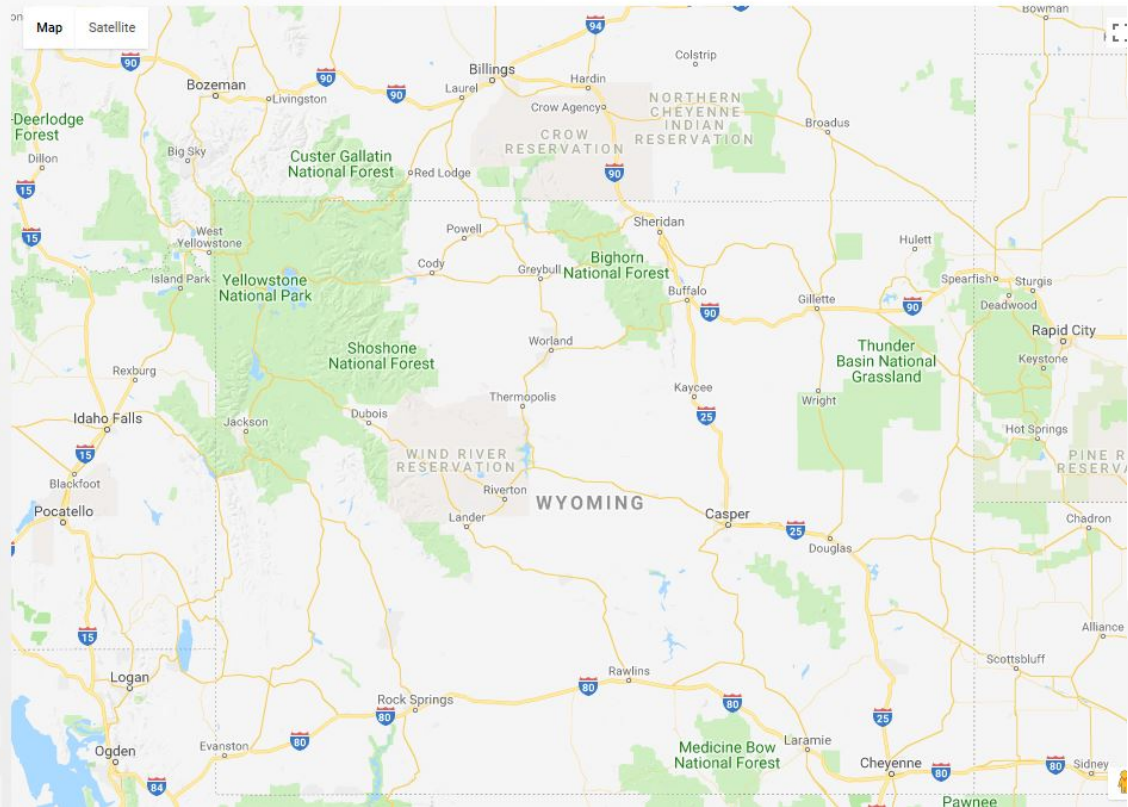


- HOMEBUYERS
- HOMEOWNERS
- LENDERS
- REALTORS
- RENTERS
- MULTIFAMILY
- CONTRACTORS
- INVESTORS
- ABOUT
- CAREERS

Please use the map below as a resource for locating our participating lenders.


Location: 

Radius: 











Wyoming Community Development Authority "WCDA Brings You Home" Communications: Creative Media



WYOMING COMMUNITY DEVELOPMENT AUTHORITY
EST. 1975

SEARCH 

ACCESS YOUR ACCOUNT 

- HOMEBUYERS
- HOMEOWNERS
- LENDERS
- REALTORS
- RENTERS
- MULTIFAMILY
- CONTRACTORS
- INVESTORS
- ABOUT
- CAREERS

HOME AGAIN

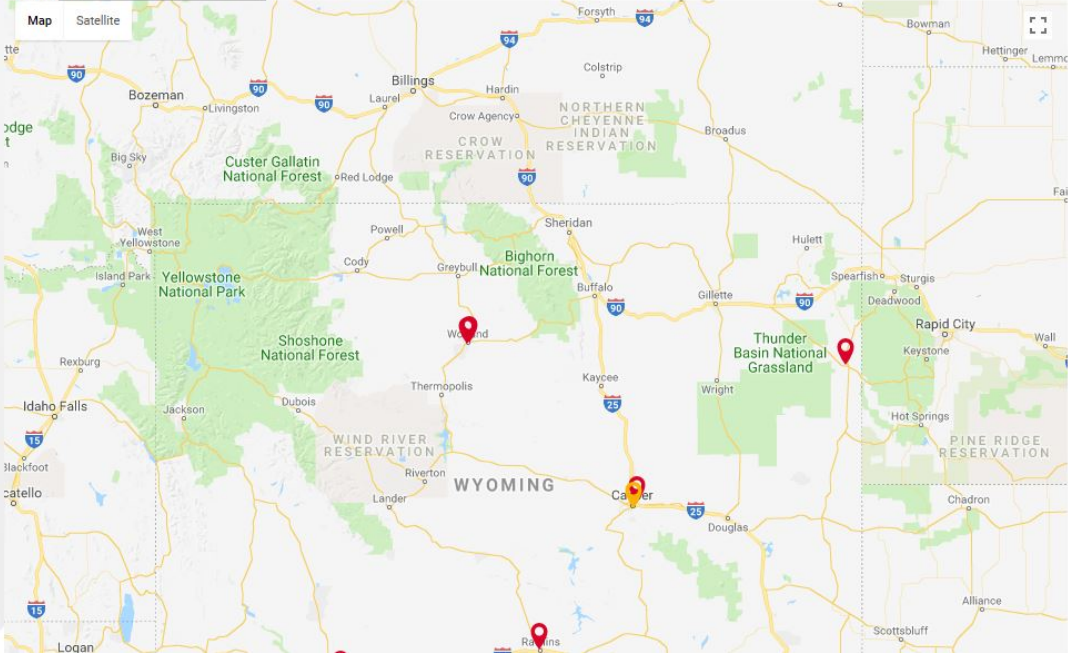
Spruce Up and the Home Again rate work together to provide homebuyers the opportunity to refurbish and renew their home.

HOW DO I GET STARTED?

Contact a realtor of your choice to view the property or contact the realtor listed on the property.

 - WCDA Properties for Sale  - WRAP Properties for Sale

Filter by





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Wyoming Dashboard Controls

Select the Areas You Wish to Examine:

Select Area 1: Region, County, State

Select Area 2: Region, County, State

Central Region | Wyoming

Select the Concepts You Wish to Examine:

Central Region 2010 2018

Wyoming 2018

Demographics: **Population**

Economics: **Unemployment Rate**

Housing: **Vacancy Rate**

Open Profile Reports

Central Region | Wyoming

Launch Interactive Tour

Interactive Long Read

Welcome to the Wyoming Interactive Dashboard

Program Description

2017 Profile of Wyoming

The Profile of Wyoming, sponsored by the Wyoming Community Development Authority, is undertaken bi-annually to continue improving, enhancing, expanding, and making more readily available information about homeownership and rental housing needs in the State. The objective is to continually provide current, high-quality, relevant information about factors that influence the development, production, use, rehabilitation, and need for housing and housing services in Wyoming's local communities.

Volume I: Profile of Wyoming contains information describing the State in its entirety as well as detailed reports for all 23 Wyoming counties.

Volume II: Technical Appendix contains additional highly detailed tables intended to supplement the statewide and county narratives in Volume I.

Instructions

What's New?

Volume I: Profile of Wyoming | Volume II: Technical Appendix | All Reports

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WYOMING COMMUNITY DEVELOPMENT AUTHORITY
EST. 1975



SEARCH 

ACCESS YOUR ACCOUNT 

HOMEBUYERS

HOMEOWNERS

LENDERS

REALTORS

RENTERS

MULTIFAMILY

CONTRACTORS

INVESTORS

ABOUT

CAREERS



[BENEFITS](#)

[CURRENT JOB OPENINGS](#)

[CONTACT HUMAN RESOURCES](#)

Open Positions

We currently have no open positions.

Please check back as we will most certainly be looking for great people to join our team in the future.

Powered by 



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Google Analytics Home

Users

38K

↑158.4%

Sessions

61K

↑110%

Bounce Rate

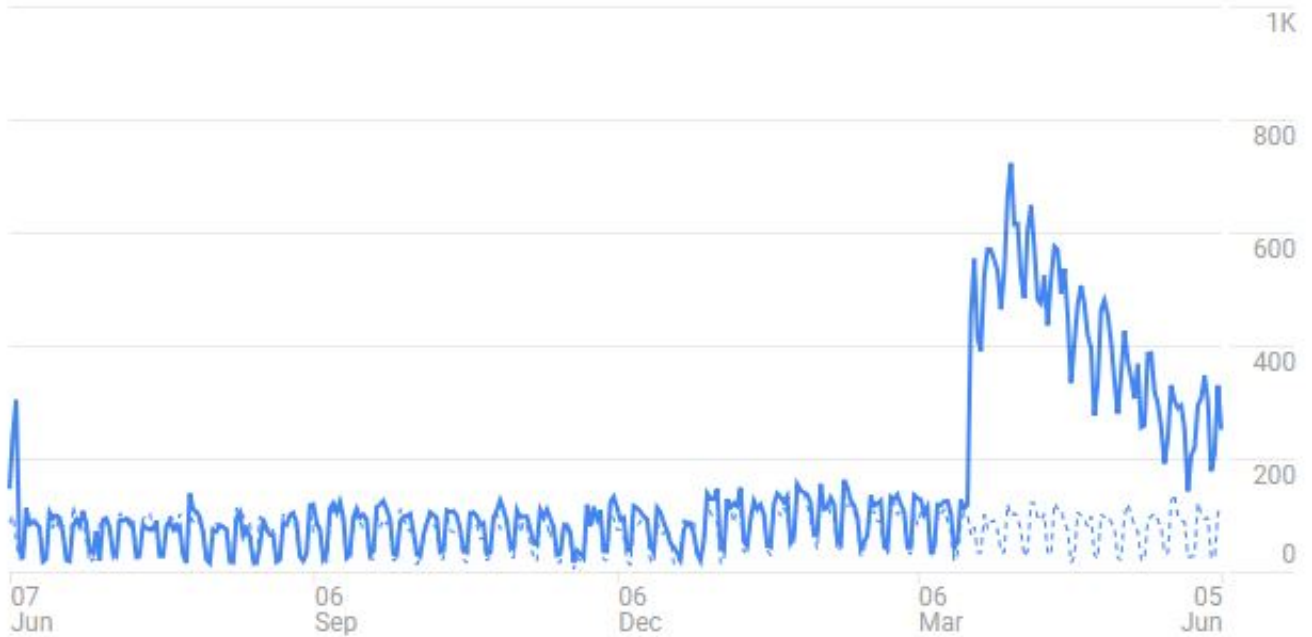
70.3%

↓19.1%

Session Duration

1m 10s

↑32.5%



Jun 7, 2017 - Jun 5, 2018 ▼

[AUDIENCE OVERVIEW >](#)