

AUSTIN **ANNUAL**  
2018 **CONFERENCE**  
**& SHOWPLACE**

**HFA**s AT THE  
CENTER

CCI Summits

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Kentucky Housing Corporation

# Impetus for the CCI Summits

1. New executive director in June 2017
2. Multiple staff stepping into new leadership roles as part of succession planning.
3. Time to focus outwardly and reconnect with partners.



# 2017 Housing CCI Summit

Connect, Collaborate, Innovate

## Berea

Tuesday, September 26, 2017

## Covington

Thursday, September 28, 2017

## Elizabethtown

Tuesday, October 3, 2017

## Hopkinsville

Thursday, October 19, 2017

***+ 1 in Frankfort***





# CCI Summit Overarching Strategy

To convene a diverse group of dreamers and doers working at the intersection of affordable housing, healthcare, education, employment, and economic mobility in rural and urban regions.

To include thought-leaders in housing—single-family, multifamily, housing developments, counseling, energy efficiency, and housing and services for special populations, and finance.

# CCI Summit Goals

1. Engage partners from varied professions in affordable housing discussions.
2. Introduce KHC's new executive leadership and create ways for partners to connect with KHC.
3. Identify big ideas for holistic approaches to housing.
4. Engage partners to participate in a statewide Housing Needs Assessment survey.
5. Connect partners to one another (networking).



# Summit Agenda

9:30 a.m.	Summit Registration and Networking Breakfast
10:30 a.m.	Welcome and Introductions
10:55 a.m.	Big Ideas Roundtables--Needs Assessment and Best Practices
Noon	Lunch (provided)
12:30 p.m.	Lunch Program, Discipline Area Panel Discussion
1:15 p.m.	Big Ideas Roundtables--Interdisciplinary Solutions
2:15 p.m.	Summit Outcomes
3:00 p.m.	Next Steps and CCI Opportunities
3:30 p.m.	Networking





# Big Ideas Roundtable #1

What is the most under-served population in your service area?

What needs do you receive calls about most frequently?

What barriers have you encountered that hindered or prevented you from meeting your housing goals?





# Discipline Area Panel Discussion

Edwin King, Kentucky Housing Corporation  
Hal Keller, Ohio Capital Corporation for Housing  
Kate Tran, Partners for Education  
Cassidy Lekan, Transitions



# Big Ideas Roundtables #3

How can affordable housing providers partner with education/healthcare/workforce development providers to improve the health, welfare, and prosperity of Kentuckians?

What part of your “system” works well and could be expanded on with the help of an education/healthcare/workforce development or affordable housing partner?







# Training for KHC Staff

## Brainstorm Rules

### Set the rule with the group:

1	Share one idea at a time.	Make everyone feel like they can share an idea and allow others to build on it.
2	Stay focused on topic.	Don't let the conversation go into scope creep.
3	Encourage wild ideas.	Wild ideas can give rise to creative leaps.
4	Build on ideas of others.	Use "and" instead of "but" to encourage building.
5	One conversation at a time.	Keep everyone engaged on discussion of the idea.
6	Defer judgment.	Collect all ideas to keep ideas flowing.
7	Be visual.	Write them down, chart them.
8	Go for quantity.	Aim for as many new ideas as possible. Crank out quickly and build on the best ones.



**2017 Housing CCI Summit**  
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### Conversation Starters

(Bulleted information was pulled from attendee survey)

#### Question #1:

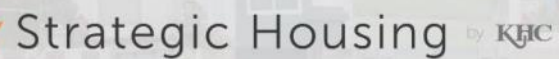
What is the most under-served population in your service area?

- Elderly
- People just over the income limit
- Persons with disabilities
- People with felony convictions have a hard time finding landlords
- Persons at 30% or less AMI.
- Individuals with intellectual/developmental disabilities or multiple disabilities
- The working poor that don't qualify for assistance, but do not have the resources to take care of basic needs.
- Families
- People who are staying from place to place between friends, family, hotels etc. with children and no permanent residence but not meeting definition of homeless to obtain services.
- Domestic violence victims
- Hispanic borrowers
- Working families who make a little too much to qualify for many programs--and single people.



# Driving Engagement: Communications Plan

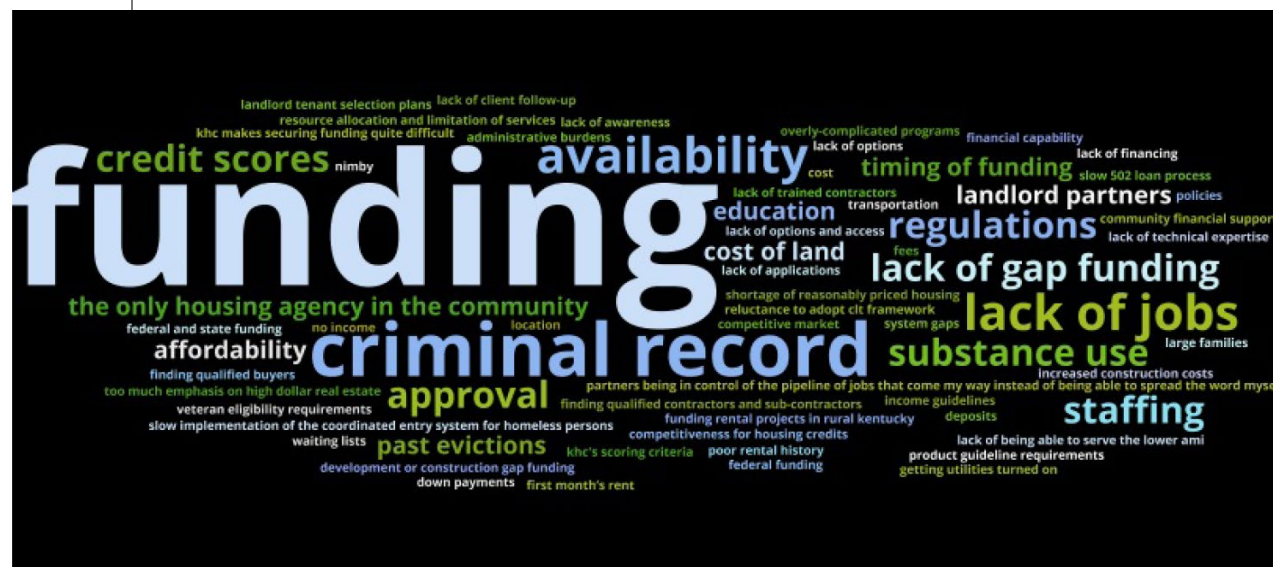
1. Primary communications modes: social media + eblasts
2. Video to introduce new executive director
3. Pre-event survey.
4. Private Facebook group.
5. Real-time social media “boards” during each summit.
6. Follow-up blog + podcast: *StrategicHousing.com*

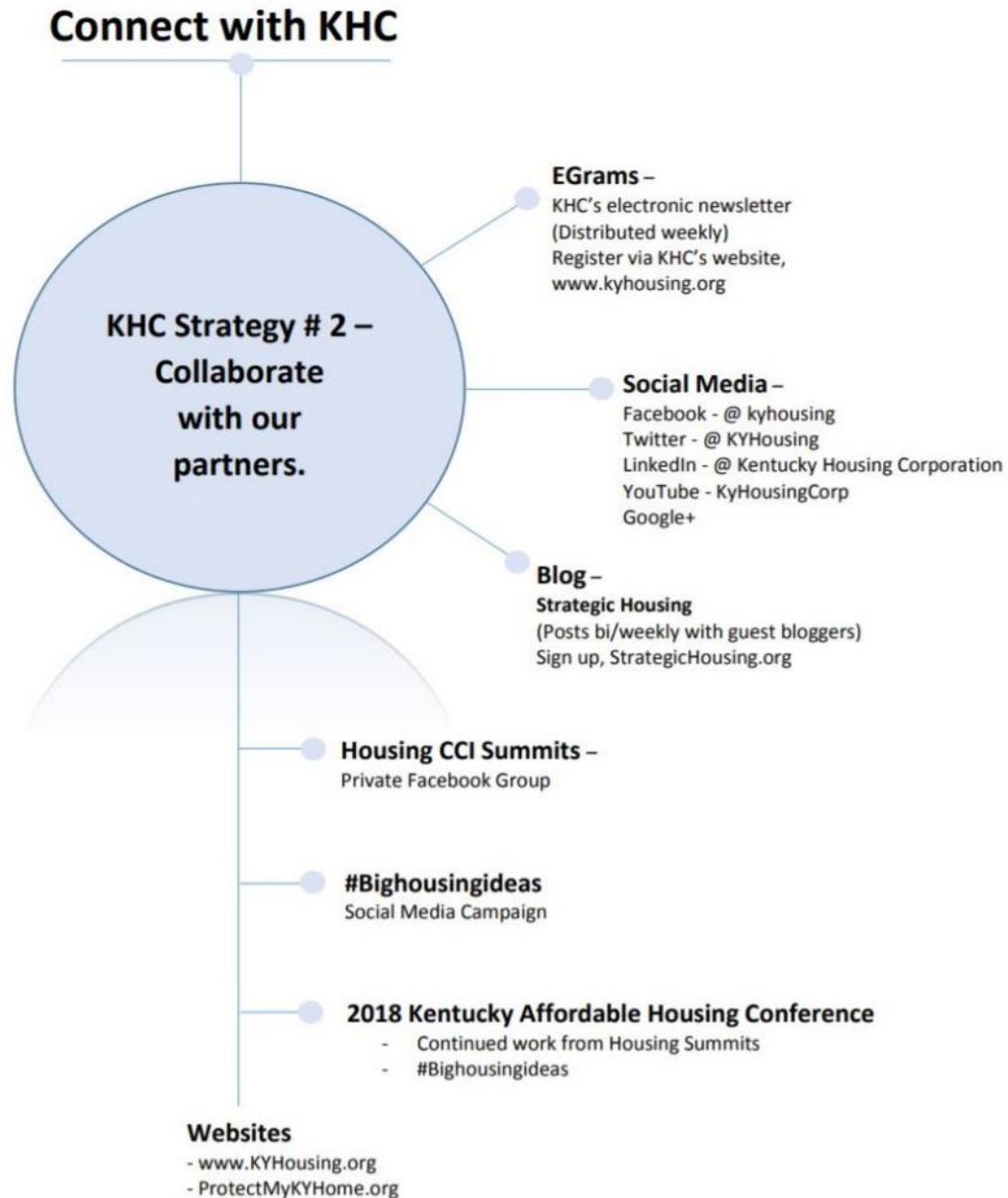


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October 4, 2018

## Kentucky Housing · Podcasts, Affordable Housing





Aim was to connect participants not just to summits, but also to ongoing communications + the 2018 conference.



# Ways to Connect with KHC

- CCI Summit Survey
- Kentucky Housing Needs Assessment
- Read, comment, and follow Strategic Housing blog
- Be a guest blogger (guidelines available)
- Join the private Facebook page
- Share your #bighousingideas
- Kentucky Affordable Housing Conference, Aug. 21-22, 2018, Lexington, KY

# Budget

1. KHC footed the bill for all 5 summits (\$32.5K total).
  - Venues
  - Refreshments + lunch
  - Summit materials, produced in-house
  - Attendee gift (CCI notebook)
2. Our annual conference costs \$116K
  - However, sponsorships cover this in full.

# Outcomes

1. Hosted 5 summits (originally planned for 3).
2. Met our 5 goals.
3. Data collected gives KHC insight into:
  - Viable/replicable holistic housing models.
  - A qualitative analysis of housing barriers and solutions.
  - A detailed listing of partners, services, experts, etc.
  - Areas our Housing Needs Assessment should address.
4. Made it clear KHC is ready to reinvigorate/create partnerships.



# Outcomes

5. Engaged partners who cannot spend the time/\$ to attend our annual conference.
6. Connected KHC staff with partners they may never meet.
7. Information collected shaped several sessions at KHC's annual conference in August 2018.
8. 332 participants + 50 staff.

# Challenges + Considerations

1. We asked a lot of KHC staff
  - Conference planning staff had to reinvent the process.
  - A staff facilitator at each table (not everyone's comfort zone!)
  - Took them away from their daily work as many were making succession transitions.
2. Not all table discussion were as robust as others.
3. Some partners' interaction didn't go deep.
4. It was hard to know exactly what to do with the notes/ideas generated at table and panel discussions.





# Thank You.

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