Tips on Preparing Entries for the Awards for Program Excellence

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Agenda

- Panel Discussion
- Categories & Subcategories
- Entries
- Entry Process
- Submission Portal
- Q&A

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Panel

- **Tracey Anderson**
  Planning and Research Coordinator |
  MaineHousing
- **Matt Lynn**
  Public Relations and Communications
  Specialist | Colorado Housing and
  Finance Authority
- **Penny Martin**
  Director of Public Affairs |
  Ohio Housing Finance Agency

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Categories | Subcategories

❶ Advocacy

❷ Communications

- Annual Report
- Integrated Campaign
- Special Event Marketing

❸ Homeownership

- Empowering New Buyers
- Encouraging New Construction
- Home Improvement and Rehabilitation

❹ Management Innovation

- Financial
- Human Resources
- Internal Operations
- Technology

❺ Rental Housing

- Encouraging New Construction and Promoting Preservation
- Supporting Property Management and Renter Needs

❻ Special Achievement

❼ Special Needs Housing

- Combating Homelessness
- Housing for Persons with Special Needs

Subcategory Descriptions

Help you determine where your program or practice fits.

Homeownership Category

1. Empowering New Buyers
Recognizes an HFA for a new or enhanced program that best provides homeownership financing to HFA targeted customers.

2. Encouraging New Construction
Recognizes an HFA for a new or enhanced program that best encourages the new construction of affordable ownership housing.

3. Home Improvement and Rehabilitation
Recognizes an HFA for a new or enhanced program that best provides home improvement and rehabilitation financing to HFA targeted customers.

Judging Criteria
Entries in the Homeownership category will be judged on the degree to which they:

- Are innovative
- Are replicable
- Respond to an important state housing need
- Use data, research, and analysis to demonstrate measurable benefits to HFA targeted customers and underserved markets
- Have a proven track record of success in the marketplace
- Provide benefits that outweigh costs
- Demonstrate effective use of resources
- Effectively employ partnerships
- Achieve strategic objectives

Judging Criteria

Entries are evaluated on the degree to which they meet these criteria.

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How many entries can an HFA submit?

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How many entries can an HFA submit?

The answer is 16: One entry in each subcategory.

HFAs are encouraged to enter any subcategory including any you won the previous year.

The entry must meet the eligibility criteria for the category in which it's entered.

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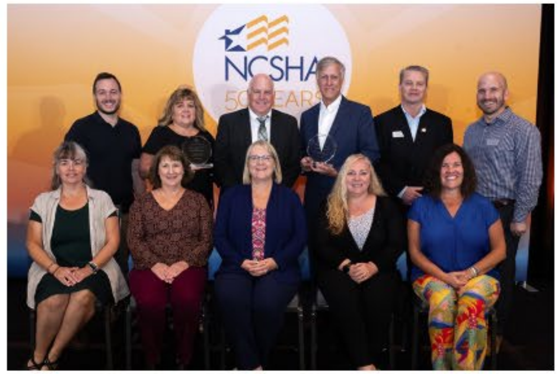
What does a winning entry look like?

2024 Winner

California Housing Finance Agency

MaineHousing



2024 Entries

Alabama Housing Finance Authority:
Let's Connect: A Public Resource and Partnership Network

Let's Connect: A Public Resource and Partnership Network. AHFA provides a public resource for Alabamians looking for information and pathways to affordable homeownership. AHFA has developed a partnership network of homeownership professionals that includes Realtors ®, Homebuilders, Housing Counselors, Community Outreach Organizations and Lenders, across the state to help the next generation of homeowners. At AHFA our goal is to provided resources, education, and support to help Alabamians.

California Housing Finance Agency:
Dream For All

Examples: Writing to the Judging Criteria

Colorado: CHFA Community Partnerships

Maine: New Hopes and Homes for New Generations

Ohio: A Tax Credit to Increase Single Family Housing Stock

Oregon: Preservation Framework and Dashboard

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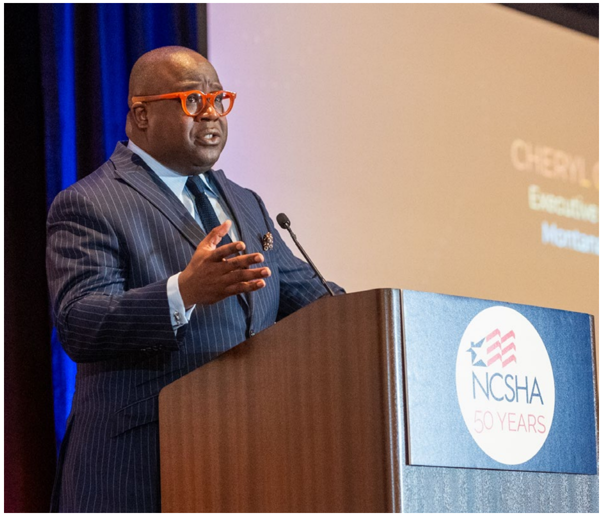
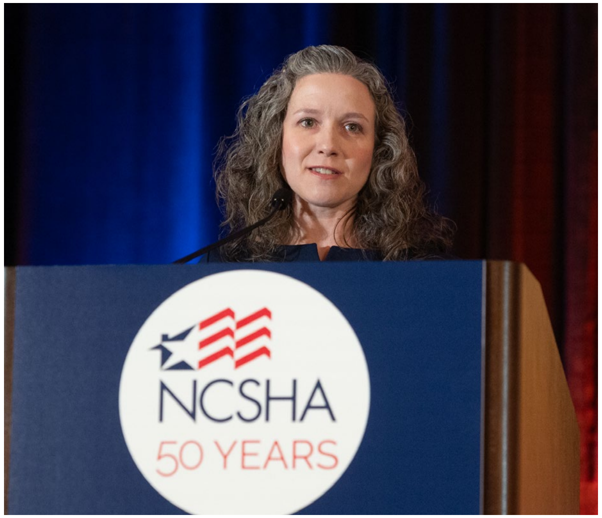
What is the selection process?





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50 YEARS


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National Council of State Housing Agencies
Annual Awards
For
Program Excellence


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Entry Preparation Checklist

- ❑ Review the category and subcategory descriptions to determine where your program or practice fits.
- ❑ Review the category's judging criteria for and write your entry description to respond to those criteria.
- ❑ Prepare your entry following the directions under "Submission Guidelines and Rules" in the Call for Entries.
- ❑ Submit your entry by **11:59 pm ET on May 7** via NCSHA's Awards Submission Portal.

Submission Guidelines & Rules

- Follow the directions on pages 4 and 5 of the Call for Entries.
- Prepare the **entry description** outside of the Awards Submission Portal.
- Include supporting **visual aids** if appropriate (optional!).
- When completed, combine your entry description and visual aids into **a single PDF**.
- In the Awards Submission Portal, complete **entry form** and upload the corresponding entry PDF when prompted.

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Entry Description

This is your explanation of how your HFA's program or practice fulfills each of the category's judging criteria.

TIP: Write to the judging criteria.

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Entry Description: Format

Length	Not to exceed three single-spaced, “typed” pages with one-inch margins
	Text only — include any visual aids after page 3
Font	Minimum 11-point font

Entry Description: Header

On every page include:

a. HFA Name

b. Entry Title

c. Entry Category & Subcategory

Visual Aids

- Put all visual aids AFTER page 3 of the entry description — devote those first three pages to describing how your entry meets the judging criteria.
- Include photos, graphs, charts, etc. to help the jurors better understand your program or practice.

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Entry Form

The entry form is completed online in the Awards Submission Portal. Among the information you will be asked to provide:

- **Entry Title:** Enter the title of your entry exactly as you wish it to be published on the NCSHA website and in the press release. No need to include the HFA's name in the title.
- **Category and Subcategory:** Not sure where your entry best fits? Call NCSHA for assistance.
- **Entry Summary:** Provide a 500-character (maximum) summary of the program or practice you are entering. This summary will be posted on NCSHA's website with your entry.

Entry Summary

This is the elevator speech for your entry.

Entry Summary Example

Alaska Housing Finance Corporation:
The Last Frontier Housing Initiative

Alaska has remote communities off the road system that are struggling to maintain essential services because there's no housing for the workforce. Although AHFC has programs to develop housing, not all communities are accessing those resources. So this year we brought the dollars to them and said "let's do this together." The process is something we've affectionately named The Last Frontier Housing Initiative, and it's already driving forward in 5 of our communities.

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Entry Summary Example

California Housing Finance Agency:
Dream For All

CalHFA implemented a never-before-attempted down payment program to help first-time buyers with a very sizeable shared appreciation loan. Lenders, nonprofits, community-based organizations and other partners contributed to the design, and demand was so high that the program used $300 million in funding in 11 days, helping more than 2,000 Californians buy their first home.

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Entry Deadline

Wednesday, May 7, 11:59 pm ET

- You will receive an automated email confirmation of the successful upload of your entry. Contact NCSHA if you do not receive that email.
- You may return to the portal to edit your entries any time up until the deadline.
- NCSHA staff will review each entry for completion and will contact you with any questions.

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Submission Portal

Questions?

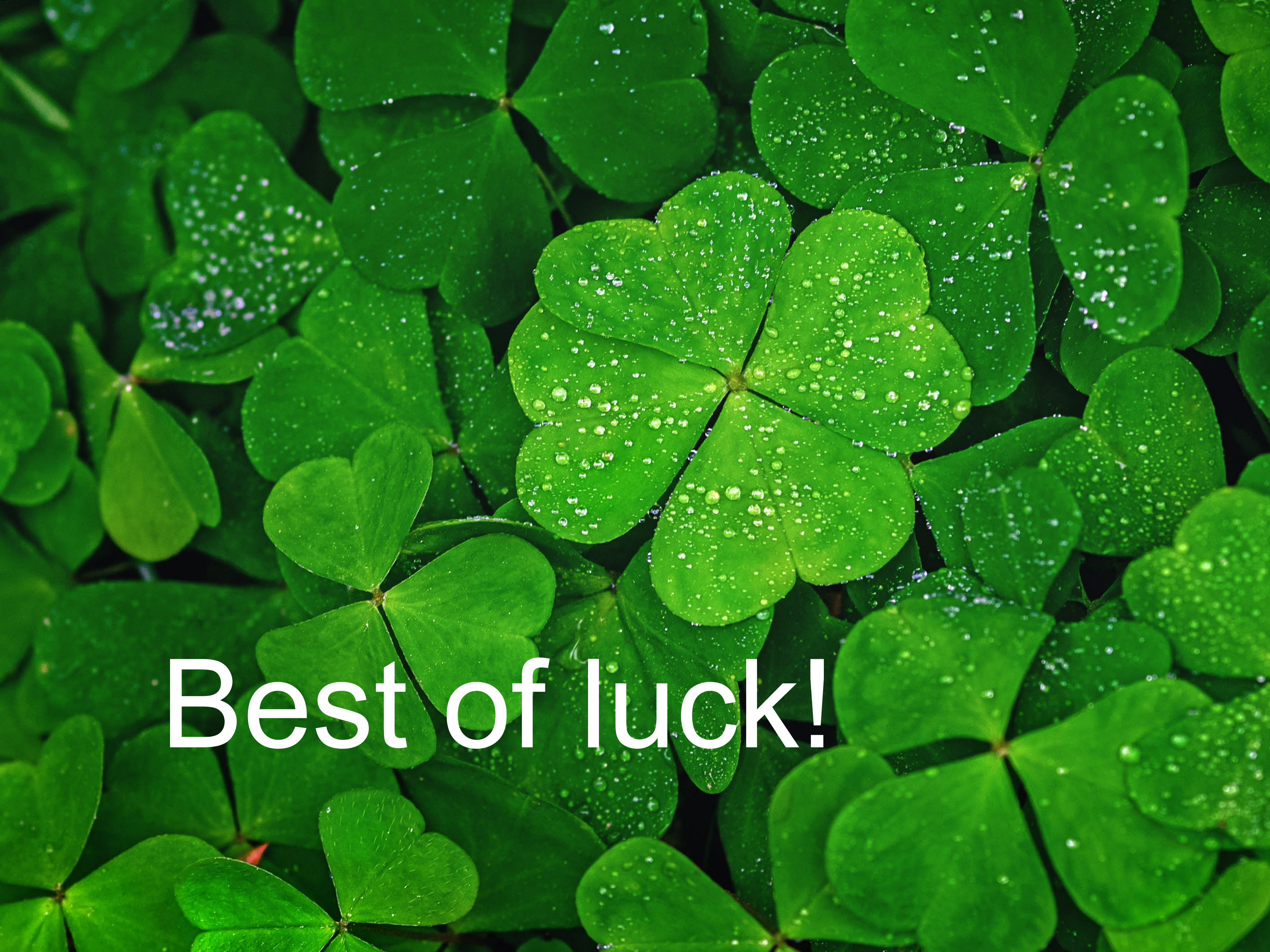
ncsha.org/awards

Need Help?

awards@ncsha.org

or

202-624-8469


Best of luck!