

Elevating Engagement and Operations through the 2025 Annual Meeting Experience

Idaho Housing and Finance Association
Management Innovation: Internal Operations

HFA Staff Contact

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On April 17, 2025, Idaho Housing and Finance Association (IHFA) reimagined its Annual Meeting, hosted at the Boise Centre on the Grove, under the dynamic theme "**Under the Big Top.**"

Through a seamless fusion of live entertainment, strategic content delivery, and Artificial Intelligence (AI)-enhanced planning, Idaho Housing delivered an experience that strengthened employee engagement, streamlined internal operations, and reinforced our organizational culture. This innovative event model showcased how internal corporate gatherings, when thoughtfully designed and technologically supported, can serve as transformative catalysts for employee connectivity, service impact, and operational excellence.

Innovation and Replicability

Idaho Housing's Annual Meeting represented a paradigm shift in internal event execution, blending tradition with cutting-edge innovation. Key differentiators included:

- **AI-Enabled Content Creation:**
AI was leveraged throughout the planning phase — from crafting marketing emails and designing session materials, to developing scripts for leadership remarks and volunteer activity guides — ensuring consistent, engaging communications while optimizing staff resources.
- **Themed, Experiential Design:**
Under the "Under the Big Top" theme, departments hosted carnival-style breakout booths across the Boise Centre, creating an immersive and interactive environment. The Boise Circus Guild added continuous, live artistic engagement throughout the day.
- **Strategic Agenda Structuring:**
The day was carefully choreographed to maximize flow, energy, and purpose — beginning with a powerful musical opening ("A Million Dreams"), progressing through leadership updates, departmental interactions, a dynamic keynote speech by Kenyon Salo, employee service awards, and culminating in a two-hour, on-site volunteer service project.
- **Integrated Volunteerism:**
Rather than disbursing employees to external sites, Idaho Housing innovated by embedding service projects onsite, allowing over **440 attendees** to create **blankets for the homeless and humane society** and **greeting cards for veterans**, maximizing impact and participation.

This model is both scalable and replicable for other HFAs seeking to blend employee engagement, corporate mission reinforcement, and operational efficiency within a single event experience.

Response to Management Challenges and Achieving Measurable Improvements

In response to challenges such as fostering post-pandemic employee connection, managing event logistics efficiently, and reinforcing organizational values, Idaho Housing's Annual Meeting achieved tangible outcomes:

- **Employee Engagement Surge:**
Post-event surveys indicated a **32% increase** in employee engagement scores tied to feelings of belonging and connection.
- **Operational Efficiency Gains:**
Event preparation time was reduced by **27%** compared to prior years through the strategic use of AI in content development and project management.
- **Service Impact:**
More than **1,200 handmade items** (blankets and greeting cards) were completed during the volunteer session, extending IHFA's community impact without disrupting the workday or requiring additional travel resources.
- **Leadership Visibility and Trust:**
Direct interaction with senior leaders through awards ceremonies and open breakout booths enhanced employee perceptions of transparency and accessibility at the executive level.

These achievements demonstrate measurable improvements across operational, cultural, and strategic objectives.

Effective Use of Resources and Strategic Alignment

IHFA maximized resources by:

- Leveraging AI tools to optimize planning without expanding HR or event staff headcount.
- Partnering with local talent (Boise Circus Guild, Barber Shop Quartets) to support the local arts community while enhancing the event experience.
- Embedding volunteer service into the schedule, eliminating transportation logistics and increasing accessibility for all employees.
- Aligning every aspect of the event to our strategic plan pillars: Operational Excellence, Employee Engagement, and Community Impact.

Every dollar spent yielded multiplied benefits: strengthened internal culture, elevated external community goodwill, and improved operational processes.

Building a Blueprint for Future-Ready Operations

Idaho Housing’s 2025 Annual Meeting exemplifies how intentional, innovation-driven internal operations can achieve far more than event logistics — they can shape culture, strengthen mission alignment, and drive strategic momentum.

Through creativity, technological enablement, and service-focused design, Idaho Housing has set a new standard for internal excellence — one that is ready to be replicated across the affordable housing sector and beyond.



Semi-Annual Employee Meeting Midway Event 10am - 12pm

Goal

What all happens “under the big top” of IHFA every single day that those outside your department would never know? We ask you use creativity, imagination, and innovation to show this through a fun and quick activity, game, or display.

General Parameters

Time spent at booth: Over 400 employees are going to stop by your booth for an average of five minutes.

Objective: Employees learn about the **unique** services, projects, etc. your department does that they probably did not know before.

Booth Styles: Your booth should feel authentic to your team while also fitting within the circus theme. A booth should be an **interactive activity** that takes the form of a carnival game, informative display, giveaway, etc. There will also be an award for the best booth!

Examples:

Ring Toss Trivia: Employees play a game of ring toss that corresponds to trivia questions about your department.

Juggling Challenge: Employees try to juggle different objects, showcasing the multitasking of your department.

Please have your booth ideas sent to willf@ihfa.org by **March 14th**.

MIDWAY PASSPORT

Name: _____

Finally Home! Housing Counseling	HAF Program	Visit the Director of Single-Family Lending	Quality Assurance	Visit the Director of HR
Customer Service		Foreclosure	Loan Servicing Customer Support	Doc Center
	Insurance & Hazard Claims Processing / Escrow	Pooling & Delivery	Visit the Executive VP of Community Housing	Family Self Sufficiency (FSS)
Rental Assistance	Visit the Chief Financial Officer (CFO)		The Housing Company Development	The Housing Company Property Management
Visit the Executive VP of Lending	Homelessness Programs & Foundation	Loan Counseling & Loan Modification	Capital Markets	

***Complete 50% of both the front and back of this passport to receive a prize and be entered into a grand prize drawing!**

MIDWAY PASSPORT

Name: _____

Visit the photo booth	Accounting	Visit the Director of Philanthropy	Loan Acquisition, Bus. Development, & Origination/Sales	Loan Underwriting & Processing
Visit the Director of Rental Assistance		Project Finance	Building Operations	Finally Home! Education
	Visit the Barbershop Quartet	Housing Compliance & HOME Programs	Visit the Vice President of Project Finance	
Visit the Director of Marketing & Communications	Visit the Chief Information Officer (CIO)	Marketing & Communications	Human Resources	Visit the Director of The Housing Company
Visit the Director of Loan Servicing		Visit the Director of Finally Home! Education		Information Technology

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