



**2011 Entry Form**  
(Complete one for each entry.)

Entry Name Iowa Finance Authority FY2010 Video Annual Report

Fill out the entry name <i>exactly</i> as you want it listed in the program.
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HFA Iowa Finance Authority

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Friday, July 15.**

Use this header on the upper right corner of each page.

HFA Iowa Finance Authority

Entry Name Iowa Finance Authority FY2010 Video Annual Report

Communications	Homeownership	Legislative Campaign	Management Innovation
<input checked="" type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Campaign <input type="checkbox"/> State Campaign	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

## [Iowa Finance Authority FY2010 Video Annual Report](#)

The Iowa Finance Authority is required by statute to submit an annual report to the Iowa Legislature each January that outlines the agency's accomplishments in the previous fiscal year.

In a year of record state budget and program cuts, it was especially important that the Iowa Finance Authority remain top of mind during the legislative session as well as year-round so that we can continue to provide vital resources to some of Iowa's most vulnerable citizens.

The Iowa Finance Authority's public visibility was higher than ever before, for a variety of reasons, including the ongoing housing and foreclosure crisis. IFA staff members were making a record number of public speeches to a variety of community and government audiences, and IFA was lacking an "IFA showcase" piece to give an overview of IFA's programs or to have playing at tradeshow and events.

In addition, IFA is continually striving to bring itself into the technological stage. State agencies are historically behind the times in terms of technology; one of the Iowa Finance Authority's goals is to break that tradition by providing content in cost-effective formats that our audiences are accustomed to and that also offer easy accessibility for mainstream technology. Another need that arose during the project planning process was the need for content-rich material on highly-used web site that showcased real Iowans that the Iowa Finance Authority has impacted.

### **Replicable**

Other housing finance agencies may easily replicate this project. All aspects of the report was done in-house, with video footage and editing done by our marketing firm at a low-cost.

Incorporating video testimonials of citizens impacted by any housing finance agency's programs would help audiences throughout the country to easily understand complex programs and how they could potentially serve them or those that they serve. Creating a video annual report will showcase accomplishments in a format that can be easily archived, is memorable, easy to comprehend and accessible with a click of a mouse.

### **Reached targeted audiences**

The primary audience for the annual report was the 50 Iowa Senators and 100 Representatives that represent Iowa districts in the Iowa Legislature. The Iowa Finance Authority stakeholders are the secondary audience, including Iowa's congressional delegation, Iowa Finance Authority board members, housing developers, lenders, property managers, partner agencies and Iowans.

The primary audience characteristic that was taken into account when developing the project plan was the different familiarity levels that our two audiences have with the Iowa Finance Authority. Members of the Iowa Legislature are familiar with what the Iowa Finance Authority

is, but they may not realize how many programs we administer, the monumental dollar amount we disperse to advance the state each year or how the programs actually translate into helping every day lowans, like those in their districts.

Our secondary audience, our stakeholders may be familiar with one particular program that they have interaction with, but the large majority is not aware of the wide-array of other programs that the Iowa Finance Authority administers. Other potential future Iowa Finance Authority consumers aren't at all aware of what the agency does or how our programs could benefit them, hence the need to an effective communication piece.

### **Innovative /Achieve strategic objectives**

**Objective 1:** The primary objective of this project was to create a communications piece that would fulfill the Iowa Finance Authority's requirement to submit an annual report to the Iowa Legislature. While the Iowa Finance Authority is self-funded as a whole, we rely on the legislature to appropriate funding for several key programs and to provide support for our mission. It is important that we clearly communicate with legislators how our many complex programs benefit constituents in their district. Knowing that an annual report is often-times looked over and quickly dismissed, the report needs to be unique.

**Objective 2:** The report needed to be multifunctional, so that we could also display it on our web site, both as a full version and in parts for each program. The report also needs to have the ability to be shared on social media sites, at tradeshow and public speaking engagements.

**Objective 3:** Eliminate the data that we've provided about our programs in the past, and focus on the end-result that ultimately matters - the lowans that the programs help. Lawmakers as anyone, enjoy seeing that their support for programs is making an impact on lowans in their district. Video testimonials of lowans throughout the state talking about the help they received in plain English, will literally put a face to our many program names that lawmakers and Iowa Finance Authority stakeholders could relate to.

### **Provide benefits that outweigh costs**

**Objective 4:** Manage a total project budget of \$15,000 to create the report that will also be used as an educational tool that can be used through a variety of mediums, ultimately acting as several separate marketing projects in one efficient report that provides an accurate representation of the overall population we serve. This includes a diverse sampling of individuals in terms of sex, race and geographic location.

### **Demonstrate effective use of resources**

The Iowa Finance Authority Communications Director provided all report content, including statistics to be highlighted, voice-over script as well as individuals willing to provide testimonials and coordinating video shoots throughout the state. Our marketing agency assisted in two full day video shoots across the state, using state-of-the-art cameras, lighting and editing equipment. The project was completed in its entirety in one month.

### **Achieved measurable results**

The report has received endless accolades as being the best annual report the agency has ever compiled. All agency program managers appreciated that the program-specific testimonials could be broken out and used on their programs web pages and included in presentations to various groups.

The video annual report was sent using our email provider, Constant Contact to 10,000 of the Iowa Finance Authority's stakeholders, including all legislators. Through Constant Contact we were able to track the number of opens, which totaled more than 24%, falling above the average open-rate for government sector emails of 23%.

The final project cost was \$14,500. This was within the projected budget and reduced the cost of the report by more than double that of past reports.

### **Testimonials**

"The Iowa Finance Authority has out-done themselves with the 2010 annual report, it truly shows the ultimate goal of all of the Iowa Finance Authority's programs – helping Iowans."

Roger Caudron, Iowa Finance Authority Board of Directors Chairman

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"I love that the testimonials can be displayed individually on the web, our audiences will love this – especially our homelessness assistance partners who are always looking for tools that show the effectiveness of their programs."

Carla Pope, Iowa Finance Authority Affordable Rental Division Director

Annual Report: <http://www.iowafinanceauthority1.com/IFAAnnual/2010IFA.html>



**Affordable Homeownership**

**Corrina Dillon & family  
Waterloo, Iowa**



**Affordable Homeownership**

**Brad Condon  
Real Estate Loan Officer  
Banklwa, Waterloo, Iowa**





