

Welcome Home, Oklahoma

Oklahoma Housing Finance Agency

Communications: Annual Report

HFA Staff Contact

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Background

Each year, Oklahoma Housing Finance Agency uses its annual report to share the agency's accomplishments and financial health with its stakeholders and the public.

Situation

For years, OHFA relied heavily on printed annual reports. As budgets were trimmed and the focus moved toward digital and online media, the annual report also moved online. We strive to create an annual report that is visually appealing and that reflects OHFA's mission of "providing housing resources with an eagerness to serve." We recognize that while the financials are an important part of the OHFA's annual report, it is our customers' stories and testimonials that best communicate the agency's mission and impact. People are why affordable housing matters.

Solution

Annual report website: [Welcome Home, Oklahoma – 2019 Annual Report](#)

This year's annual report featured four programs through customer testimonials:

Family Self-Sufficiency
OHFA Homebuyer Down Payment Assistance
Affordable Housing Tax Credits
National Housing Trust Fund

By harnessing the power of video storytelling, we made it possible for people to see and hear OHFA customers speak directly about their experiences and how OHFA's programs have changed their lives for the better.

Videography can be very costly, but OHFA staff accomplished it all using their own skills and in-house equipment (DSLR camera, tripod, microphone, and Final Cut Pro software) to produce annual report videos that focus on what it means to have a safe and affordable place to call home. The videos and accompanying stories are curated on a custom Wordpress site.

Implementation

The individuals interviewed in each video share how OHFA has made a difference either through involvement in a development project or providing funds.

Narration was not used in the videos because we wanted the voices of our customers to be heard directly. No one can tell their story more authentically than they can. With video, viewers can see for themselves the emotions of hope, joy, and gratefulness of the people OHFA has helped.

The website's responsive design makes the website and videos viewable on any device. Videos are saved in a playlist on OHFA's YouTube channel. In addition to sending the link to the annual report via email, it was also posted on social media.

Analytics

Facebook – 1,000+ reach

Twitter – 600+ reach

YouTube – Videos have been watched 300 times, collectively

GovDelivery – 2,279 total opens

Budget

OHFA's communications director created all of the digital content for the annual report. She conducted the customer interviews, shot and produced all of the videos, wrote the stories, took the photographs, and designed the website. The only out-of-pocket costs incurred were for travel expenses, nominal website hosting and a few stock images. The site features a free Wordpress template.

Replicable

Any HFA seeking a vibrant way to tell customer stories could utilize some of OHFA's same tactics. It presents a cost effective way to share how housing programs benefit the community and the individuals who utilize them.

Response and Conclusion

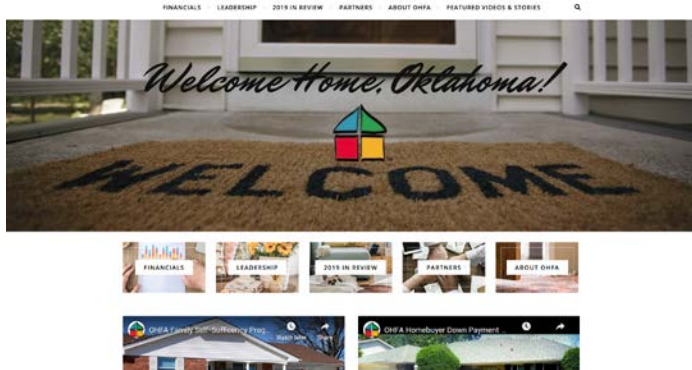
The annual report provided OHFA with a dramatic return on investment. While a single video of the same length and quality would cost thousands of dollars to be created by an external firm, OHFA was able to produce videos for its annual report for less than \$100 each.

The ability to create videos in-house provides additional value because OHFA can easily repurpose video content for other uses.

VISUAL AIDS

[Annual Report Website Link](#)

[YouTube Playlist Link](#)



Desktop View



HISTORIC HOSPITAL REOPENS AS AFFORDABLE HOUSING FOR SENIORS

In its heyday, the old Logan County Hospital housed a maternity ward. After four decades, the former hospital has experienced a rebirth as The Villas of Benedictine Pointe, serving as apartments for seniors.

[CONTINUE READING](#)



NATIONAL HOUSING TRUST FUND PROVIDES HOMES WITH HOPE

Just just beyond the hustle and bustle of the city, a neighborhood of robin blue duplexes funded in part with OHFA's National Housing Trust Fund plays an integral role in rebuilding lives.

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Videos can play directly from the website instead of going to Youtube.