

Making a Difference- 2018 Annual Report

Oklahoma Housing Finance Agency

Communications: Annual Reports

HFA Staff Contact

Holley Mangham

holley.mangham@ohfa.org

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.

OHFA utilizes a video driven annual report as a way to reduce costs and expand reach. With a custom annual report website, robust email lists, and an active social media presence, content may be repurposed and shared as needed.

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 recognized 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.

To inform individuals outside of the housing industry, it's vital that we put a face with the program.

Solution

[Making a Difference: - 2018 Annual Report](#)

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 accomplished it all using their own skills and in-house equipment (DSLR camera, tripod, microphone, and Final Cut Pro software) to produce five annual report videos that focus on individual stories of hope and home. The videos and accompanying stories are curated on a custom Wordpress site, also designed by the Communications Team. Graphic snapshots of each program are highlighted on the [2018 at OHFA](#) page. These graphics were created utilizing free Canva software.

Implementation

The theme of OHFA's 2018 Annual Report is "Making a Difference." We highlight people who share how OHFA has made a difference in their lives. Programs featured

include the OHFA Homebuyer Downpayment Assistance Program, Affordable Housing Tax Credits, National Housing Trust Fund and the Housing Choice Voucher Program.

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 including mobile phones. Videos are saved in a playlist on OHFA's YouTube channel.

Budget

The price of equipment to shoot and edit high-quality, professional video has radically decreased. After the initial investment in video equipment a few years ago, OHFA has been able to create multiple videos with very few financial resources.

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.

HFA: **Oklahoma Housing Finance Agency**
CATEGORY: **Communications**
SUBCATEGORY: **Annual Report**
ENTRY: **Making a Difference - 2018 Annual Report**

VISUAL AIDS

Annual Report Website Link:

www.ohfa-annualreport.org/2018

YouTube Playlist Link:

<https://tinyurl.com/y58w4ejv>