

# Training Made Simple: How-To Video Series

**Pennsylvania Housing Finance Agency**

Management Innovations: Internal Operations

**HFA Staff Contact**

Nicole Mullins

[nmullins@phfa.org](mailto:nmullins@phfa.org)

**Pennsylvania Housing Finance Agency**  
**Training Made Simple: How-To Video Series**  
Management Innovation Category  
Internal Operations Subcategory

**NCSHA 2020 Awards for Program Excellence – Application Information**

**HFA Contact Information:**

**Contact: Carl Dudeck, Jr.**  
[cdudeck@phfa.org](mailto:cdudeck@phfa.org)  
**717.780.3896**

**Entry Title/Category/Summary**

**Title: Training Made Simple: How-To Video Series**

**Category: Management Innovation**

**Subcategory: Internal Operations**

**Summary**

The Pennsylvania Housing Finance Agency's Housing Management Division created a series of How-To Videos to provide training and support to agency-financed projects. The ongoing web series provides detailed instructions on processes and procedures that are commonly utilized by property personnel. The videos are easily accessible via YouTube or the agency website. In an effort to expand our support at the site level while effectively managing our time, the How-To Web Series is a useful resource for new property staff in need of training or as a refresher for experienced managers.

**Pennsylvania Housing Finance Agency**  
**Training Made Simple: How-To Video Series**  
Management Innovation Category  
Internal Operations Subcategory

**Innovative**

The use of affordable technology and utilization of existing resources makes the How-To Video Series an effective and efficient support tool. In addition to the ease of use, the videos function as a supplement to the department's compliance manuals. The videos are useful as a web-based training that is cost-effective and self-paced. This also allows our department to provide consistent verbiage when explaining or clarifying a process/procedure.

**Replicable**

The How-To Video series can be easily reproduced. We assembled a team to produce the script and other supporting documentation such as PowerPoint, screenshots, etc., and verified the capability to film, edit and upload to the chosen platform (i.e. YouTube, PHFA website, etc.). We used the Agency's existing YouTube account and created a playlist where all of the videos are accessible from one location. A Google program called *ScreenCastify* was utilized to show users exactly what to expect when they use our system and forms. Lastly, we created a plan to market and promote the availability of the videos. Communication via mass email, social media, and newsletters are used to promote the videos. Additionally, we set up a booth at our annual Multifamily Affordable Housing Conference to promote the videos to our partners in attendance.

**Respond to Management Challenge or Opportunity**

The first How-To Video was created in response to assisting property managers complete an annual rent schedule. Initially, many of the rent schedules we received were incorrect, incomplete, or a combination of both. Our staff was devoting excessive time reviewing the same rent schedule multiple times. In addition, staff turnover at site level required briefing the new manager on the process. The creation of the video allowed property staff to access the video as needed. The success of our first video led our team to consider other processes that could be explained effectively in the same format.

**Measurable Improvements in Agency Operations**

The most significant improvement resulting from the How-To video series was the reduction of non-compliance issues, specifically regarding the use of incorrect rent and income limits. The staff experienced a drastic reduction in the time used to instruct site staff on how to properly complete the report and less time spent reviewing the rent schedules. Overall, the department experienced about a 65% decline in rent schedule corrections. PHFA has a portfolio of approximately 500 properties. As of June 8, 2020, our videos have received over 1,275 views with that number rising on a daily basis.

**Pennsylvania Housing Finance Agency**  
**Training Made Simple: How-To Video Series**  
Management Innovation Category  
Internal Operations Subcategory

**Benefits that Outweigh Costs**

The upfront time invested to create the video is returned through the time saved to review and instruct site staff on frequently used processes and procedures. The writing team, consisting of four to five individuals, may require a working day to produce the script/narrative. An additional two to three hours may be required for recording and editing. In turn, our entire department reaps the benefits of better informed, better trained site staff.

**Demonstrate Effective Use of Resources**

As mentioned above, members of the Housing Management staff combined our expertise to create the content for each video. As a result of the first video, we designed a standard format/template to facilitate brainstorming and the creation of subsequent videos. The content is sustainable until there are program or policy changes. In addition, we were able to utilize recording equipment owned by the Agency to record and edit the content.

**Achieve Strategic Objectives**

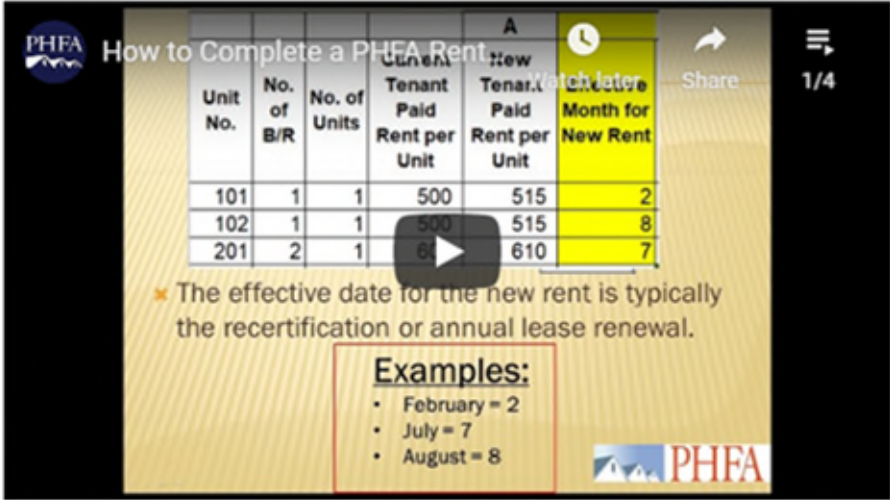
The overall objective of the How-To Video Web Series is to provide training and support to site level management. The web series allows us to provide assistance to multiple individuals simultaneously. We wanted to accomplish this primary objective in the most effective and efficient manner possible. The creation of the web series has enabled us to create content in an “on the go” format that can be accessed anytime and anywhere.

Pennsylvania Housing Finance Agency  
Training Made Simple: How-To Video Series  
Management Innovation Category  
Internal Operations Subcategory

## Visual Aids:

### Platforms used for posting videos:

Housing Management Training Corner - <https://phfa.org/mhp/propertymanagement/>



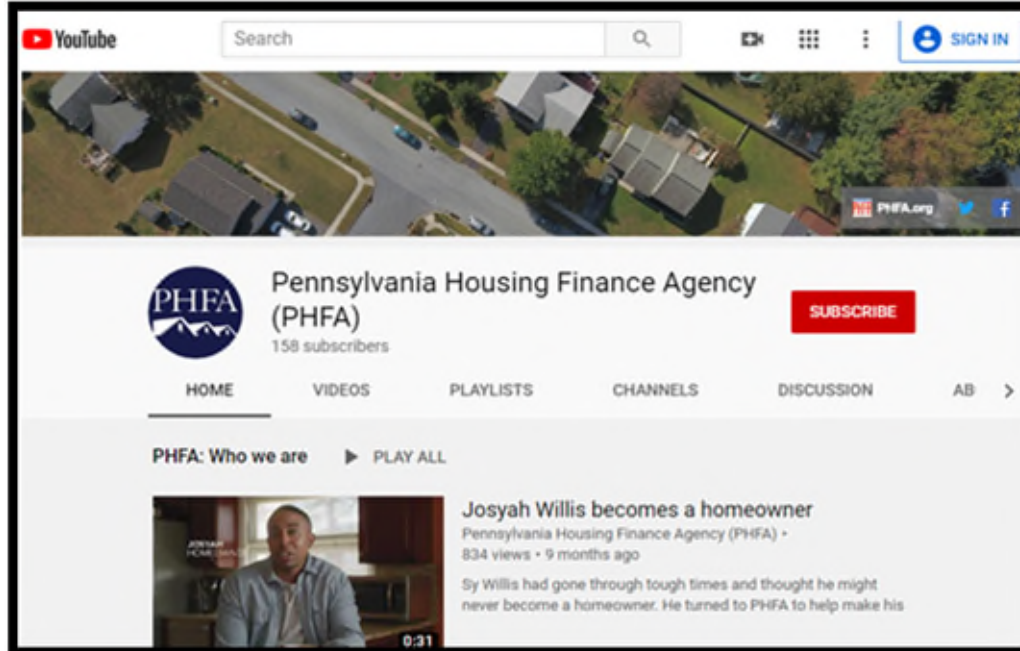
The screenshot shows a video player interface. At the top, there is a navigation menu with four items: 'Low Income Housing Tax Credits-Manual', 'Non Performance Based Section 8-Manual', 'Quick Start Housing Resources', and 'Housing Management Training Corner'. The video player itself has a PHFA logo in the top left corner. The video title is 'How to Complete a PHFA Rent'. Below the title is a table with the following data:

Unit No.	No. of B/R	No. of Units	Tenant Paid Rent per Unit	New Tenant Paid Rent per Unit	Month for New Rent
101	1	1	500	515	2
102	1	1	500	515	8
201	2	1	600	610	7

Below the table, there is a text box that reads: 'The effective date for the new rent is typically the recertification or annual lease renewal.' Below this text box is a section titled 'Examples:' with a bulleted list: 'February = 2', 'July = 7', and 'August = 8'. The PHFA logo is also visible in the bottom right corner of the video player. At the bottom of the screenshot, there is a text line: 'Additional videos can be found on our [Housing Management YouTube Channel](#).'

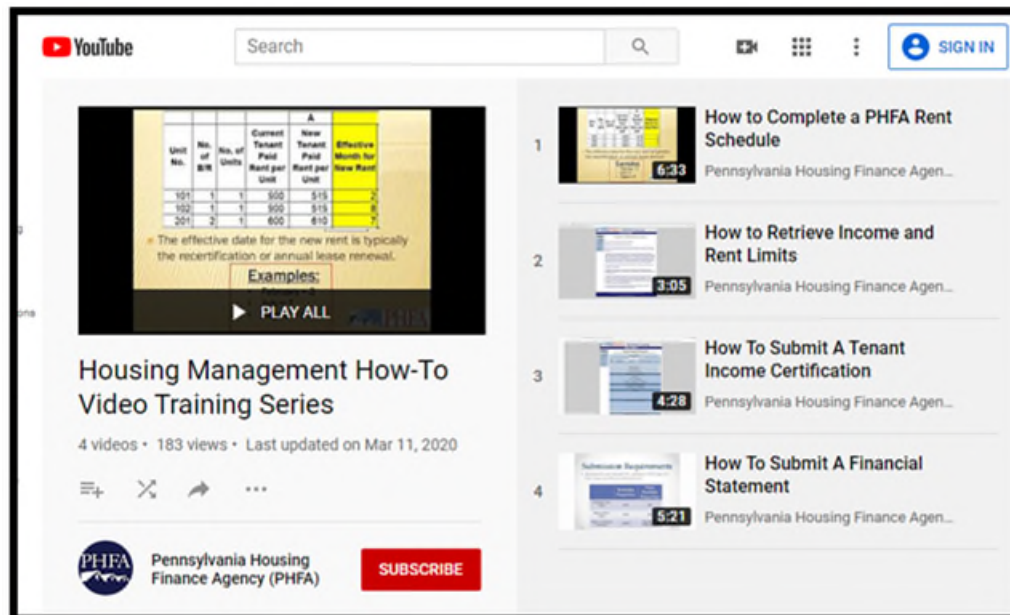
**Pennsylvania Housing Finance Agency**  
**Training Made Simple: How-To Video Series**  
Management Innovation Category  
Internal Operations Subcategory

PHFA YouTube Channel - <https://www.youtube.com/user/WatchPHFA>



**Multifamily How-To Playlist -**

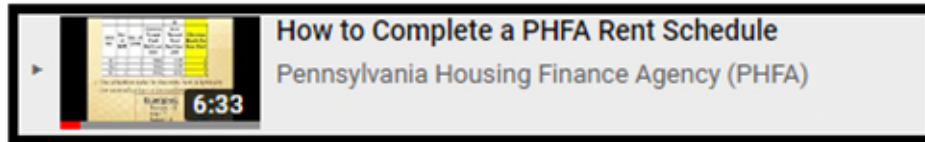
[https://www.youtube.com/playlist?list=PLjK6UbTyYVxhu5vEJvJIn\\_8z\\_Vuf-aua](https://www.youtube.com/playlist?list=PLjK6UbTyYVxhu5vEJvJIn_8z_Vuf-aua)



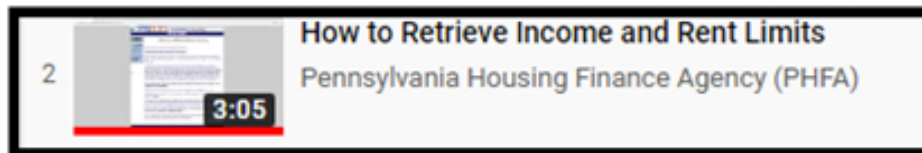
**Pennsylvania Housing Finance Agency**  
**Training Made Simple: How-To Video Series**  
Management Innovation Category  
Internal Operations Subcategory

Links to individual How-To Videos

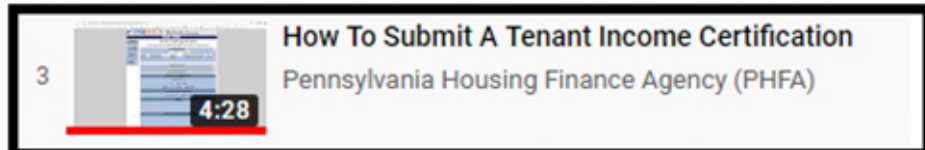
**How-To Complete a Rent Schedule -** [https://youtu.be/y4QV8z-FCYY?list=PLjK6UbTyYVxhu5vEJvIjN\\_8z\\_Vuf-aua](https://youtu.be/y4QV8z-FCYY?list=PLjK6UbTyYVxhu5vEJvIjN_8z_Vuf-aua)



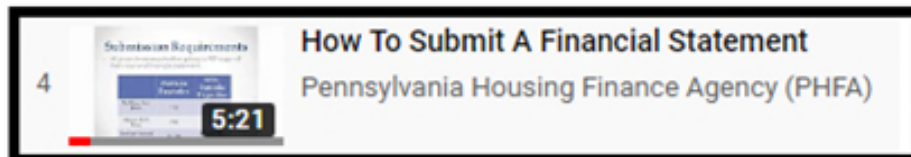
**How to Retrieve Income and Rent Limits -** [https://youtu.be/VO0GsaWvX0U?list=PLjK6UbTyYVxhu5vEJvIjN\\_8z\\_Vuf-aua](https://youtu.be/VO0GsaWvX0U?list=PLjK6UbTyYVxhu5vEJvIjN_8z_Vuf-aua)



**How to Submit a Tenant Income Certification -** [https://youtu.be/m4JoQypDCTI?list=PLjK6UbTyYVxhu5vEJvIjN\\_8z\\_Vuf-aua](https://youtu.be/m4JoQypDCTI?list=PLjK6UbTyYVxhu5vEJvIjN_8z_Vuf-aua)



**How to Submit a Financial Statement -** [https://youtu.be/ocaS52eMJUQ?list=PLjK6UbTyYVxhu5vEJvIjN\\_8z\\_Vuf-aua](https://youtu.be/ocaS52eMJUQ?list=PLjK6UbTyYVxhu5vEJvIjN_8z_Vuf-aua)



Pennsylvania Housing Finance Agency  
Training Made Simple: How-To Video Series  
Management Innovation Category  
Internal Operations Subcategory

Marketing to our Partners:

PHFA Monthly Newsletter (Quick Connections)


PAGE 8

Training continued

**PHFA On-Line Supportive Services Reporting Video**

PHFA has uploaded a video on YouTube under the Housing Services Online Training Series.

This video will help with all the questions you may have about annual reporting.

 **YouTube**


[Check it out here](#)

Now is the perfect time for a Housing Management refresher!  
Take advantage of free training opportunities with our How-To-Video series on YouTube!  
Click the link to tune in: [https://  
www.youtube.com/playlist?  
list=PLjK6UbTyYVxhu5vEJvIJn\\_8z\\_Vuf-  
a](https://www.youtube.com/playlist?list=PLjK6UbTyYVxhu5vEJvIJn_8z_Vuf-<u>a</u>ua)[ua](#)



**Pennsylvania Housing Finance Agency**  
**Training Made Simple: How-To Video Series**  
Management Innovation Category  
Internal Operations Subcategory

Mass Email Sent to PHFA Partners:



Housing Management Division

March 13, 2020

**SUBJECT: PHFA's New How-To Video Training Series**

PHFA's Housing Management Department is pleased to announce the development of a new training opportunity called the "How-To Video Training Series". The series includes brief training videos that may be utilized to supplement training requirements for staff involved in operations of PHFA-funded properties. The How-To Video Training Series can be accessed via PHFA's YouTube page.

Available videos include:

- How To Complete a PHFA Rental Schedule - <https://youtu.be/y4QV8z-FCYY>
- How To Retrieve Income and Rent Limits - <https://youtu.be/VO0GsaWvX0U>
- How to Submit a Tenant Income Certification - <https://youtu.be/m4loQvpDCTI>
- How to Submit a Financial Statement - <https://youtu.be/ocaS52eMIUQ>

We will continue to work on additional video trainings and will add them to our YouTube channel as they are completed.

**Bookmark PHFA's Housing Management YouTube Channel to keep up-to-date with the How-To Video Training Series:**  
[https://www.youtube.com/playlist?list=PLjK6UbTyYVxhu5vEjvln\\_8z\\_Vuf-aa](https://www.youtube.com/playlist?list=PLjK6UbTyYVxhu5vEjvln_8z_Vuf-aa)

Our goal is to help owners and agents understand PHFA policies and procedures and to assist new staff. Viewers have the ability to watch the videos at their convenience.

For questions or suggestions for new How-To Video topics, please email us at [Mfhowto@phfa.org](mailto:Mfhowto@phfa.org).

---

211 N. Front St. • PO Box 8029 • Harrisburg, PA 17105-8029  
717.780.3819 • TTY 800-654-5984

[www.phfa.org](http://www.phfa.org)

Pennsylvania Housing Finance Agency  
Training Made Simple: How-To Video Series  
Management Innovation Category  
Internal Operations Subcategory

PHFA Social Media Marketing:

