

2014 Entry Form
(Complete one for each entry.)

Fill out the entry name <i>exactly</i> as you want it listed in the program.
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Entry Name **VHDA's e-Annual Report**

HFA **Virginia Housing Development Authority**

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Qualified Entries must be received by **Tuesday, July 1, 2014.**

For more information about Qualified Entries, [click here to access the 2014 Entry Rules.](#)

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

HFA **Virginia Housing Development Authority**

Entry Name **VHDA's e-Annual Report**

Communications	Homeownership	Legislative Advocacy	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 Advocacy <input type="checkbox"/> State Advocacy	<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

“VHDA’s e-Annual report makes it easy for our staff to quickly find accurate and up-to-date information about housing issues in Virginia, saving us valuable time.”

Kathryn Rexrode, Communications Director
for Congressman Bob Goodlatte

Background

The affordable housing industry is complicated. That makes it hard to align the results of the operating model into a platform that captures the attention and interest of a tech savvy audience constantly looking for cutting-edge innovations and enhanced experiences. VHDA’s 2013 e-annual report effectively communicates our achievements and affordable housing mission by presenting annual results in a way that truly connects with people. Effectively connecting and communicating with legislators, housing partners and the community at large, as well as transparently reporting on performance and operations, is critical in ensuring VHDA can continue to fulfill its mission.

VHDA also wanted to provide a digital platform that would make it easy for our various audiences to access up-to-date information, news, and data about our objectives, initiatives and programs. Developed to be a concise and intuitive tool, our e-annual report contains hyperlinks and many interactive features today’s digital users expect.

WHY VHDA’S E-ANNUAL REPORT IS MERITORIOUS AND MEETS NCSHA JUDGING CRITERIA

Innovative

In the era of online search, stakeholders and prospective employees want to be able to interact with a company or brand on demand. VHDA’s e-annual report is designed to actively engage readers with hyperlinks that provide both the ability to drill down as well as real-time data 24/7. For example:

- The [e-Annual report](#) provides access to static “snapshot” information, such as financial data, much like a printed document. In addition:
 - a. VHDA provides access to **real time** data (i.e. VHDA’s News Center Page); and
 - b. interactive features as well as the ability to drill down to access more detailed information.
- VHDA also developed an easy to remember Internet “quick link:”
www.vhda.com/annualreport
 - a. This user-friendly URL makes it easy to access information from VHDA’s current and past annual reports to reference an answer to detailed questions that legislators may ask.

**Virginia Housing Development Authority
VHDA's e-Annual Report**

- b. Adding the keywords “annual report” also makes it easy for housing stakeholders and consumers to remember the URL when they want to find our annual report.
- c. The keywords also let readers know what page they are currently accessing and help increase visibility when search engines “crawl” the website.

Replicable

The implementation and use of a highly interactive electronic annual report provides a timely and effective data resource. It can easily be replicated by other HFAs willing to commit the time, effort, and staff. It also requires minimal funding to undertake the process.

Reach Targeted Audiences

The decision to create an e-annual report that combines static “snap-shot” information with access to real-time data was based on:

- 1. The goal to better meet the needs of VHDA’s business partners;
- 2. Energizing the VHDA brand to the general public, including baby boomers who expect to access information using technology that is safe, easy to use and flexible;
- 3. Reaching Generation X’ers who like to use technology in all aspects of everyday life; and
- 4. Reaching Millennials who are constant online consumers.

Our e-annual report meets the expectations of each of these audiences by providing facts and figures in a way that is concise, intuitive, and user-friendly.

Achieve Measurable Results

During the past 12 months, our e-annual report has had 1,642 page views and 1,243 unique page views.

Provide Benefits that Outweigh Costs

The e-annual report provided significant cost savings. VHDA’s staff designed and built the e-annual report in-house, saving more than \$10,000 in costs for printing and mailing a 24-page printed annual report.

Demonstrate Effective Use of Resources

Our e-annual report dramatically increased VHDA’s ability to maximize communicating our mission and priorities to legislators. During the General Assembly, it helped support the passage of two bills that enabled us to expand loan programs and better serve the housing needs of Virginians.

Achieve Strategic Objectives

Our e-annual report has enhanced VHDA's ability to maintain its objective of remaining as transparent as possible to citizens, stakeholders and government officials.

With its real-time data access, it provides a concise and interactive form of communication for those who want to know about VHDA's performance, goals and initiatives. In addition, it successfully bridges the divide between affordable housing industry professionals and the general public by presenting important information in a way that is interactive, as well as interesting and applicable to a variety of audiences.

Conclusion

The resources available to HFAs to communicate their efforts in developing affordable housing have always been limited. However, the continuing challenges of today's housing market dictate that making the most of available resources is more important than ever. Typically, housing finance authorities produce traditional annual reports that consist of static PDFs and are costly to print (in many instances \$10,000 or more).

VHDA's e-annual report provides valuable information for our varied audiences in a way that is flexible and user-friendly. In fact, during the past 12 months, the e-annual report has had 1,642 page views and 1,243 unique page views. Most importantly, it has reached critical decision makers in the Virginia legislature – and like the housing we are dedicated to providing, it is affordable.

Please click on the links in this document to view attachments.