

Overview of MISMO Assessment and Presentation on Assessment Findings

Housing Counseling Technology Convening

 Freddie Mac



David Young

Director of Capacity Building, Housing Action Illinois



David Young has been Housing Action Illinois's Director of Capacity Building since 2012. In this role, he is responsible for providing capacity building services to nonprofit developers and housing counseling organizations in order to increase the ability of organizations to best serve their clients and communities.

David brings over 20 years of community development experience to Housing Action, after previous positions as a CDC Executive Director, real estate developer, property manager and housing counseling group education leader. David is especially interested in using his past ED experiences as a resource for current and future executive directors.

In 2014, David oversaw the launch of Housing Action's HUD Housing Counseling Intermediary, which has grown to 33 affiliated direct service agencies serving Illinois, Indiana, Michigan and Missouri. In FY 2019, the network assisted over 14,000 clients with a range of counseling services, including pre-purchase, rental, financial education, and foreclosure mitigation.

Jarett Duker

Brick Bridge Consulting



Jarett Duker is a partner and principle consultant for Brick Bridge Consulting, an IT Development and Business Process consulting firm founded in 2016. Brick Bridge Consulting has a strong focus on helping enterprises leverage existing products into highly customized tech stacks to better meet the unique needs of their industry. Brick Bridge Consulting was contracted in 2017 to design and develop a modern CMS system for the Housing Counseling industry that would be released in 2018 as mPact Pro under Community Ventures, a Lexington KY based CDFI. Jarett lead principle research and design efforts for the mPact Pro system as well as acting as both product and project manager through all phases of development up to commercial release.

Jarett completed his undergraduate work at Hillsdale College with a focus on American Business History and Economics. He is also a veteran of the U.S. Airforce where he served as an intelligence analyst during Operations Iraqi Freedom and Enduring (Afghanistan) Freedom.

Creating Unity in a Diverse Industry: Housing Counseling Data Set

David Young, Housing Action Illinois
Jarett Duker, Brick Bridge Consulting

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HOUSING
PARTNERSHIP
NETWORK

Agenda

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Background &
Need

02

Selecting the
Initial Data Set

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Survey of the
Counseling Industry

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Data Set
Version 1.0

05

The Road to
Adoption

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Questions?

Background & Need

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Selecting the Initial Data Set



MISMO From a Counseling Perspective





MISMO 3.5

- Loan Origination
- Loan Servicing
- Loan Modification
- Default Proceedings
- Regulation Compliance

- Borrower Information
- Borrower Demographics
- Home Purchase
- Mortgage Modification
- Credit Reports
- Household Finances



HOUSING COUNSELING

- Client Assistance
- Education
- Financial Literacy
- Homelessness Assistance
- Rental Assistance
- Homeworner Services
- Default Prevention
- Fundraising & Reporting

Selecting the Initial Data Set

MISMO 3.5 LDD
Contained:

- 4,563 Data Points
- 1,354 Containers

Relevant Data Points
(After first pass):

- 1,287 Data Points
- 356 Containers



Industry Survey

November 19th – January 15th



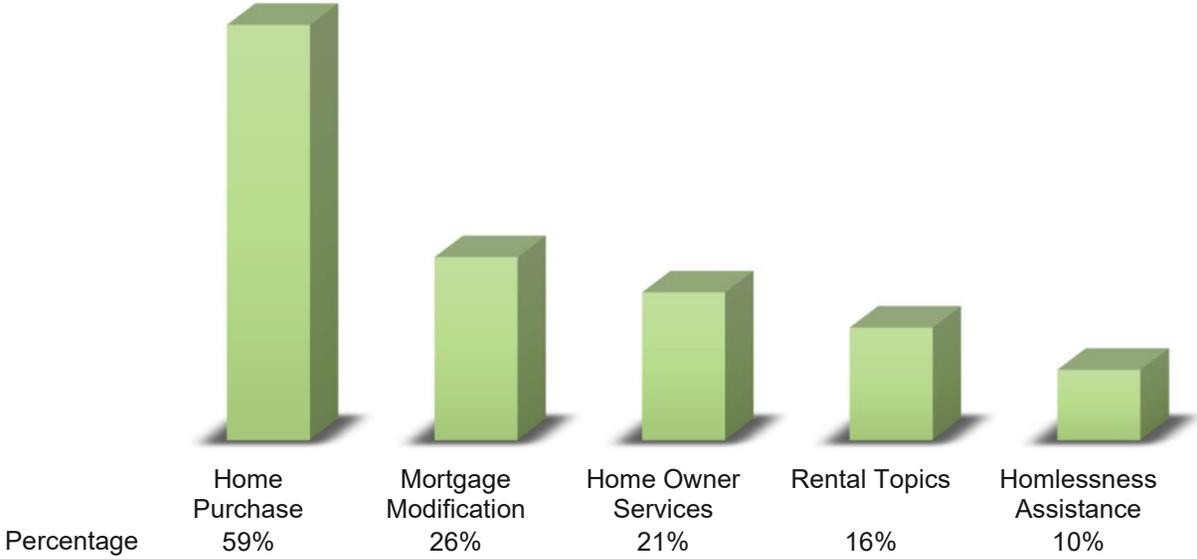


Survey Mindset

- Agency Weighted Activity Focus
- General Current Technology Utilization
- Common Reporting Requirements & Methods

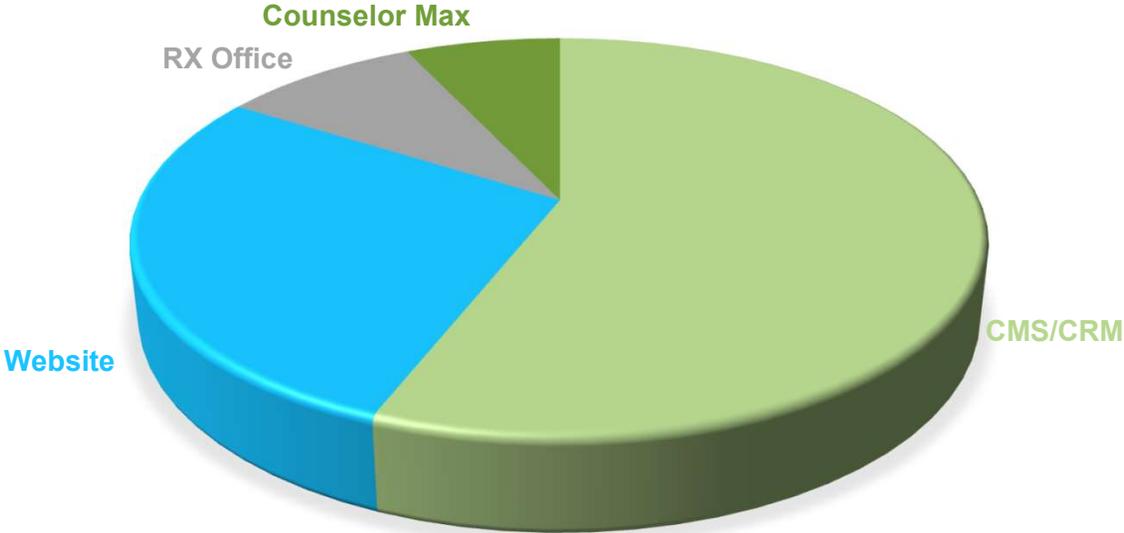
Counseling Activity Types

Average Percentage of Capacity Utilization
Industry Aggerated



Technology Use

CRITICAL TECHNOLOGY





Counseling Data Set



Version 1.0



Methodology Pivot – Rating System

Initial Rating System

Confidence 1 – Strongly Relevant to selection criteria

Confidence 2 – Relevance to selection criteria

Confidence 3 – Some relevance

Confidence 4 – Weak connections to criteria

Confidence 5 – Removed from consideration

Methodology Pivot – Rating System

Final Rating System

Required Fields – Essential for basic service delivery.

- **Confidence 1, 2, & 3**

Supporting Fields – Fields necessary for technical (System to System) functions or supporting a required field by adding details. E.g. “Other” text fields supporting a primary category selection.

- **Confidence 1C & 2C**

Extended Fields – Strongly relevant to counseling activity without being directly required by selection criteria.*

- **Confidence 3C**

Findings

Required Fields:

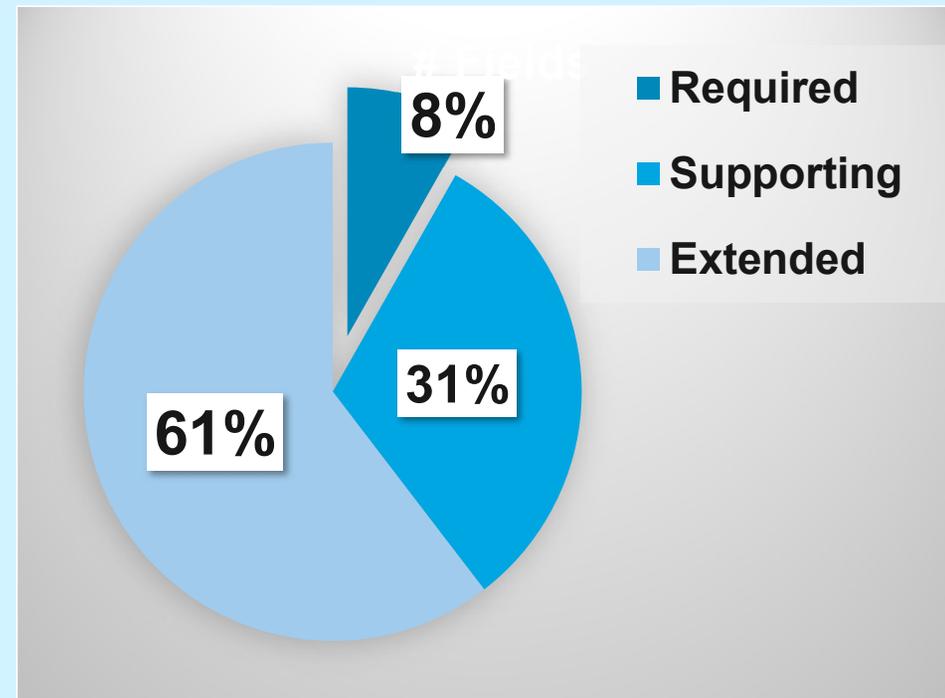
Confidence 1 & 2:	78
Confidence 3:	12

Supporting Fields:

Confidence 1C:	62
Confidence 2C:	279

Extended Fields:

Confidence 3C:	655
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Next Steps

The Road to Adoption



Bounding in the Data Set

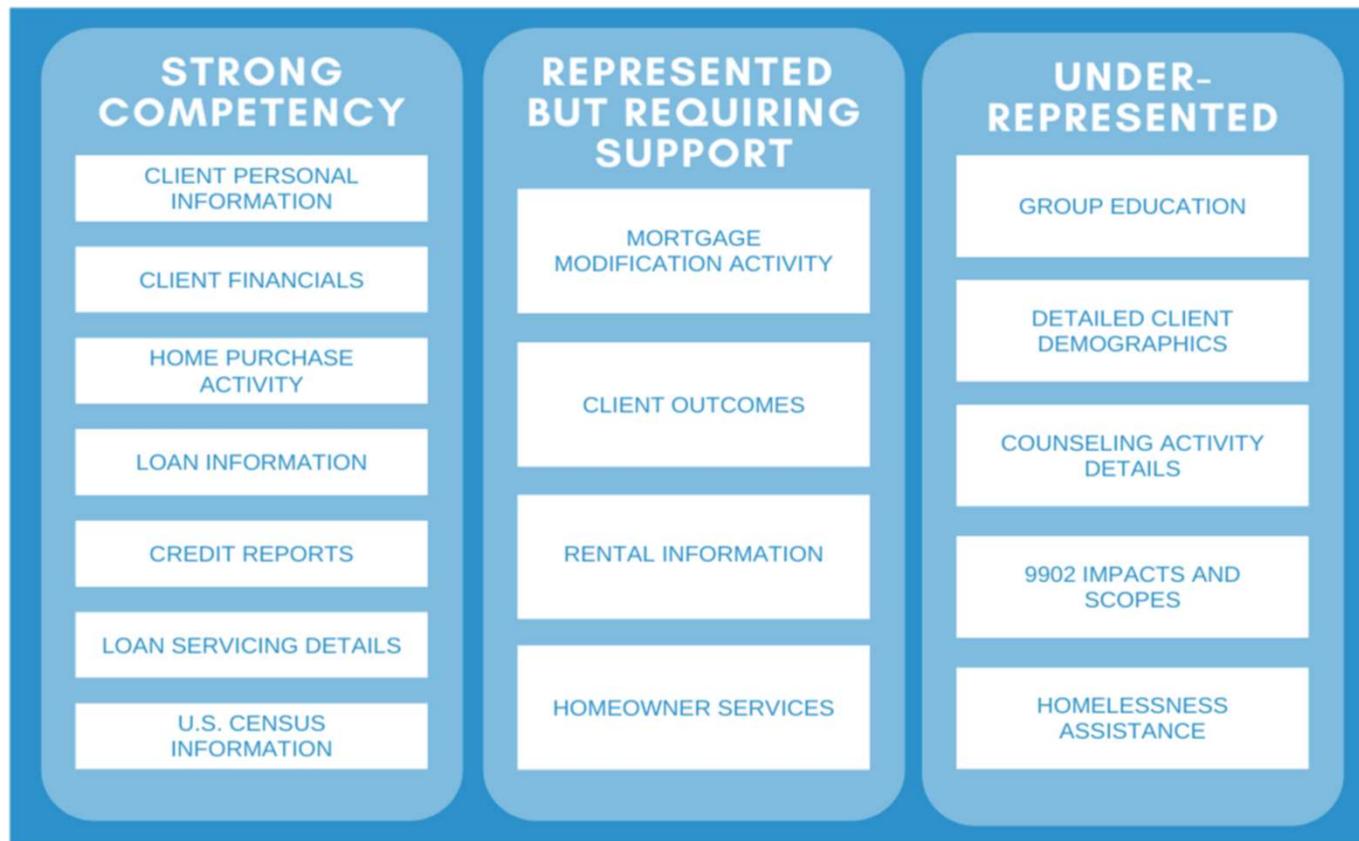
Three Questions to Define the Scope of the Data Set:

What Counseling Activities will be officially supported in Version 2.0 of the Data Set?

Actives such as:

- Home Purchase
- Education
- Mortgage Modification
- Homelessness Assistance
- Rental Topics
- Homeowner Services
- Financial Literacy
-?

Competencies



Bounding in the Data Set

Three Questions to Define the Scope of the Data Set:

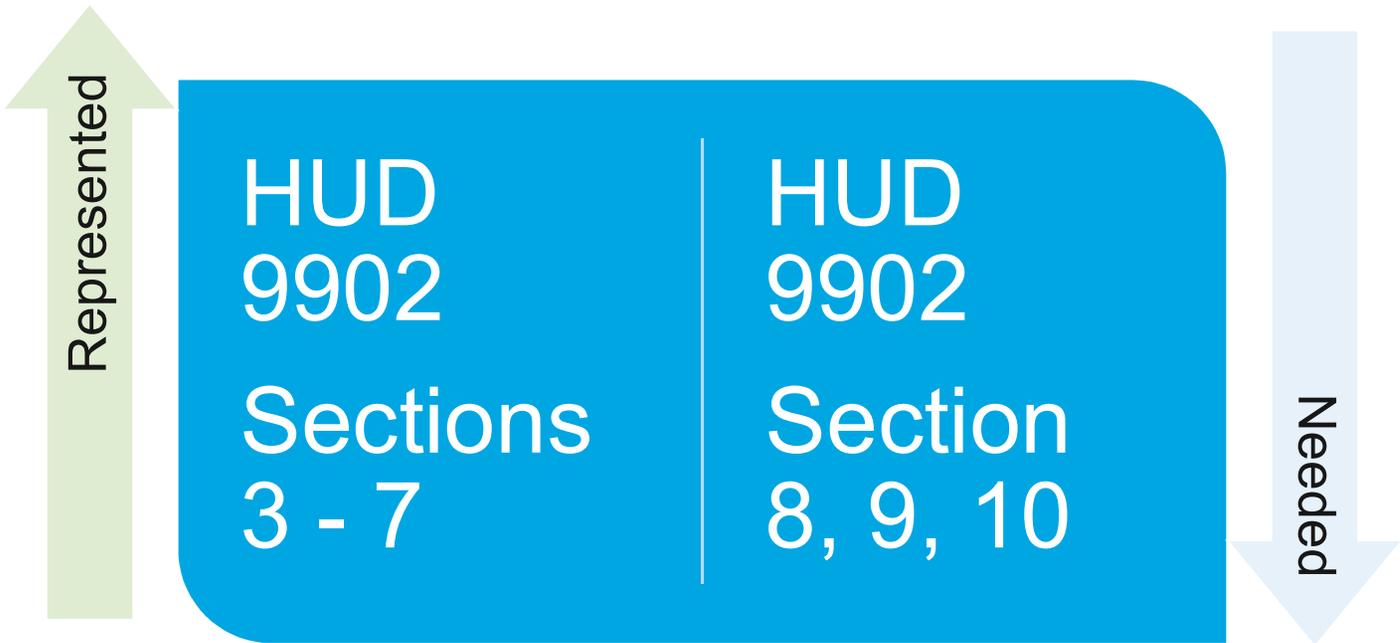
What is the applicability percentage is necessary for a decision?

Bounding in the Data Set

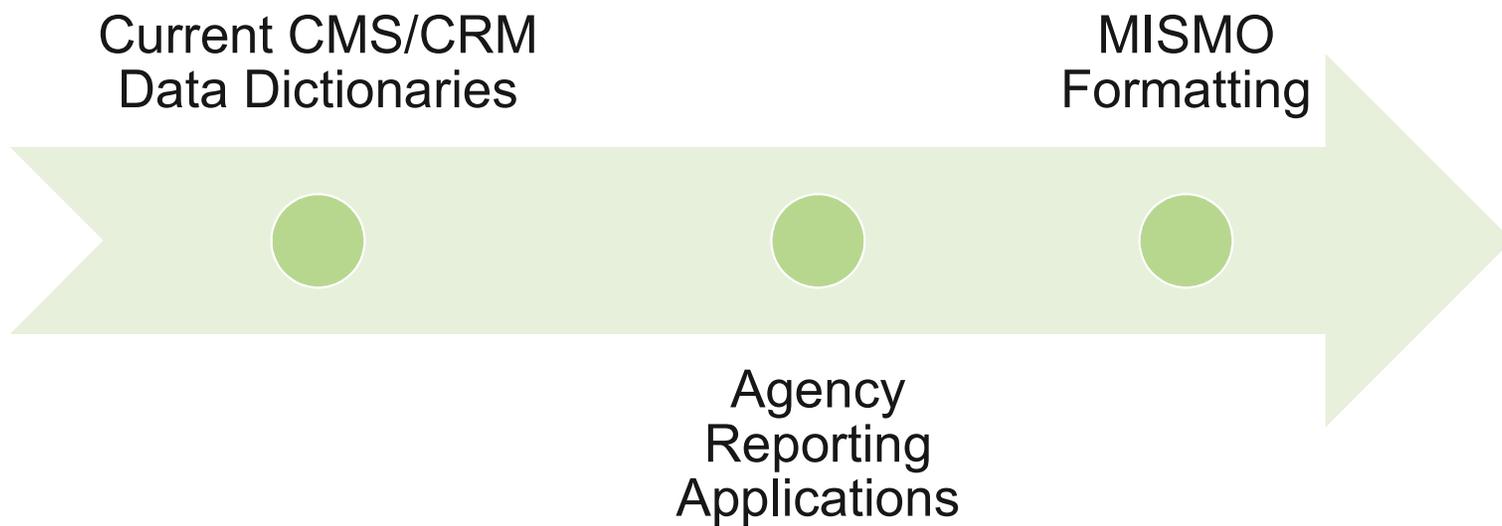
Three Questions to Define the Scope
of the Data Set:

Where are the hand-off
points between this data set
and other systems?

Completing the Data Set Version 1.1



Completing the Data Set Version 1.1



The Cost of Complexity

Every Field Added to the Data Set has a Direct per Unit Cost:

Managing Organization

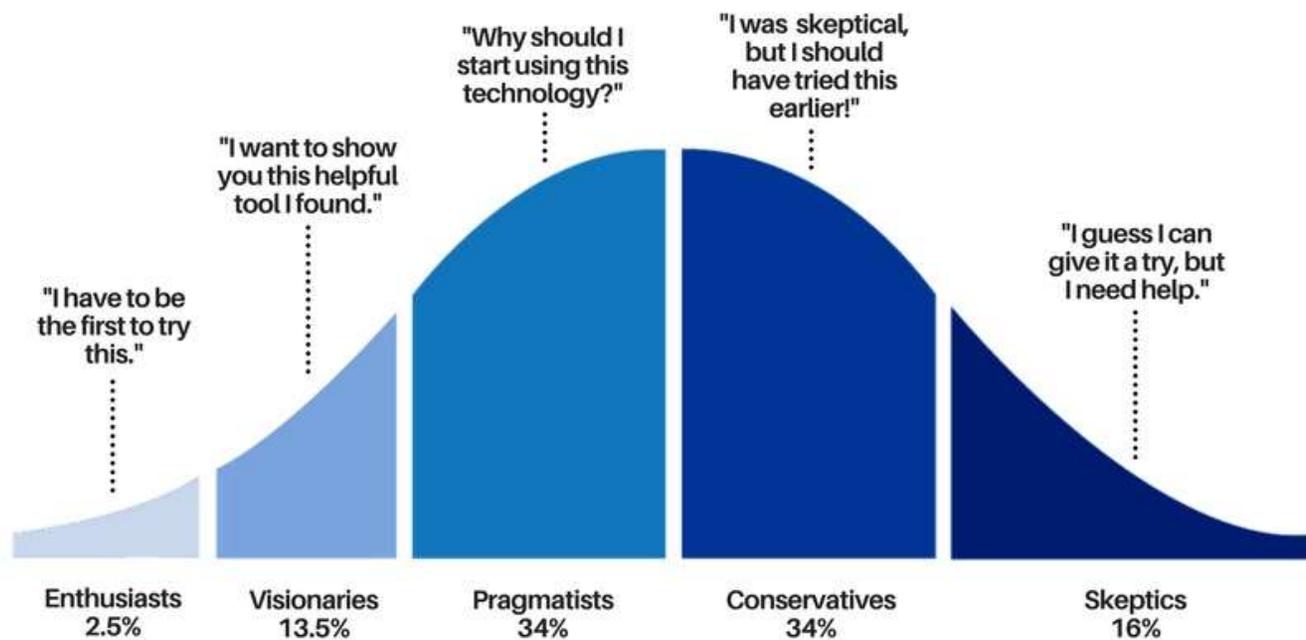
- Change Management
- Compliance

Data Set Consumers

- Barrier to Entry
- Compliance

Standardization creates efficiency in current processes but is an impediment to innovation if over done.

Promoting Adoption



Promoting Adoption

Early Adopters

- Agile organizations with low conversion costs.
- New products that can incorporate the Set into R&D.
- **Low Immediate Impact on Industry Wide Adoption**

Fast Followers

- Established organizations with structural inertia.
- Released products with ongoing active developments.
- **Medium Impact on Industry Wide Adoption**

Conservatives

- Large organizations with complicated change management processes.
- Older products in the later stages of their lifecycle.
- **High Impact on Industry Wide Adoption**

Promoting Adoption

Advantages of Standardized Data:

MISMO Organizational Standards *Template* Available

Data Portability and Aggregation allows for...

A Focus on Demonstratable Client Impact & Outcome

Thank You

*Foundations for Comprehensive Partnerships -
Harnessing Technology and Data
Standardization for Housing Counseling*



**HOUSING
PARTNERSHIP
NETWORK**

The Freddie Mac logo consists of a white stylized house icon with a triangular roof and a chimney, positioned above the text "Freddie Mac" in a white, sans-serif font. The entire logo is set against a blue background.

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