



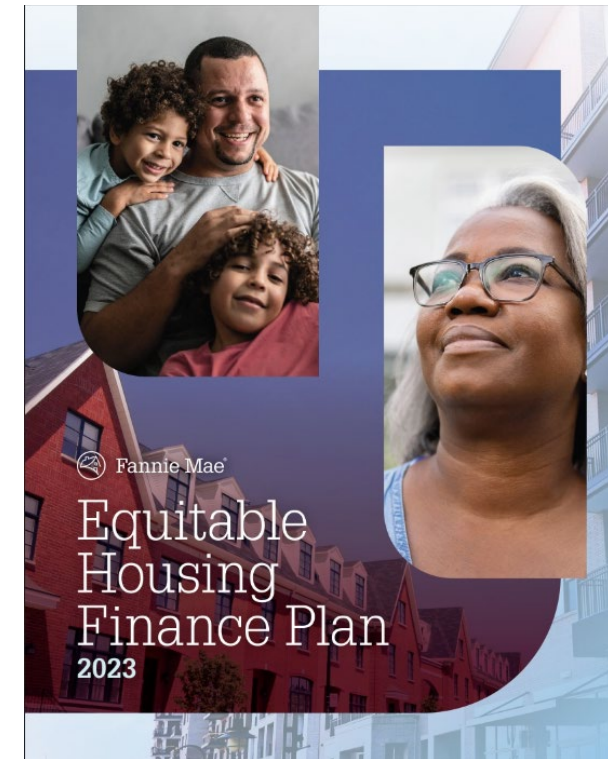
PHFA 2024 Housing Forum

Diversity, Equity and Inclusion Efforts in Action

Prepared for Pennsylvania Housing Finance Agency
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Wednesday, May 1, 2024

Executive summary of the revised Equitable Housing Finance Plan

- **Fannie Mae's 2023 – 2025 Corporate Strategic Plan focuses on improving access to equitable and sustainable housing.** Many of the actions that support our Strategic Plan are incorporated into the Equitable Housing Finance Plan (EHFP).
- The second installment of our EHFP includes:
 - **25 actions**, including 5 new actions resulting from the 2022 Innovation Challenge.
 - New Latino Housing Journey and updated Black Housing Journey.
- The EHFP leveraged a strategic prioritization roadmap to drive focus and outcome measurement on select **key obstacles** to **housing equity** and **housing stability** where we can have the greatest impact through the core competencies of the business.



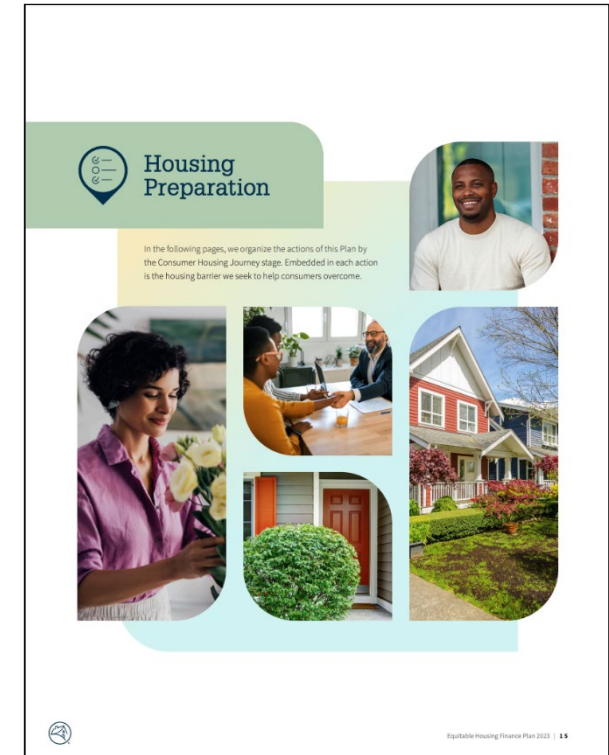
The revised EHFP addresses key obstacles

Racial equity key obstacles:

- **Insufficient credit/access to credit:** Lower credit scores and credit invisibility create barriers to accessing traditional sources of financing.
- **Reduce up-front housing costs/funds required at closing:** Household financial profiles create barriers to savings, with higher shares of housing cost burdens resulting in limited funds for closing costs, down payments, and reserves.

Housing stability key obstacles:

- **Financial resilience:** Renter/homeowner inability to withstand financial shocks.
- **Property resilience and durability:** Lack of funds for preventative improvements and home maintenance.



Equitable Housing Finance Plan opportunities — Consumer Housing Journeys

Urban Institute cited*:

- **From 2020 to 2030**, we expect 8.5 million new households will be formed, with only 455,000 of these being white: The forecast includes 1.7 million net new Black households, 4.1 million net new Latino households, and 2.3 million net new Asian and other households from 2020 to 2030.
- **Between 2030 and 2040**, we expect 7.6 million net new households: The forecast includes a 1.1 million net decrease in white households, a 1.6 million net increase in Black households, a 4.5 million net increase in Latino households, and a 2.6 million net increase in other households.

As single-family and multifamily stakeholders seek to connect with new renter and first-time homebuyer audiences in 2023 and beyond, historically underserved consumers (Black and Latino specifically) represent the best opportunity to increase loan volume and/or expand market share.



The household formations of the future will look far different than those of the recent past

From 2020 to 2030, it is expected 8.5 million new households will be formed, with 8.1 million being households from historically underserved groups.

4.1M

net new Hispanic
households

1.7M

net new Black
households

2.3M

net new AAPINH,
AIAN and
multiracial
households

.4M

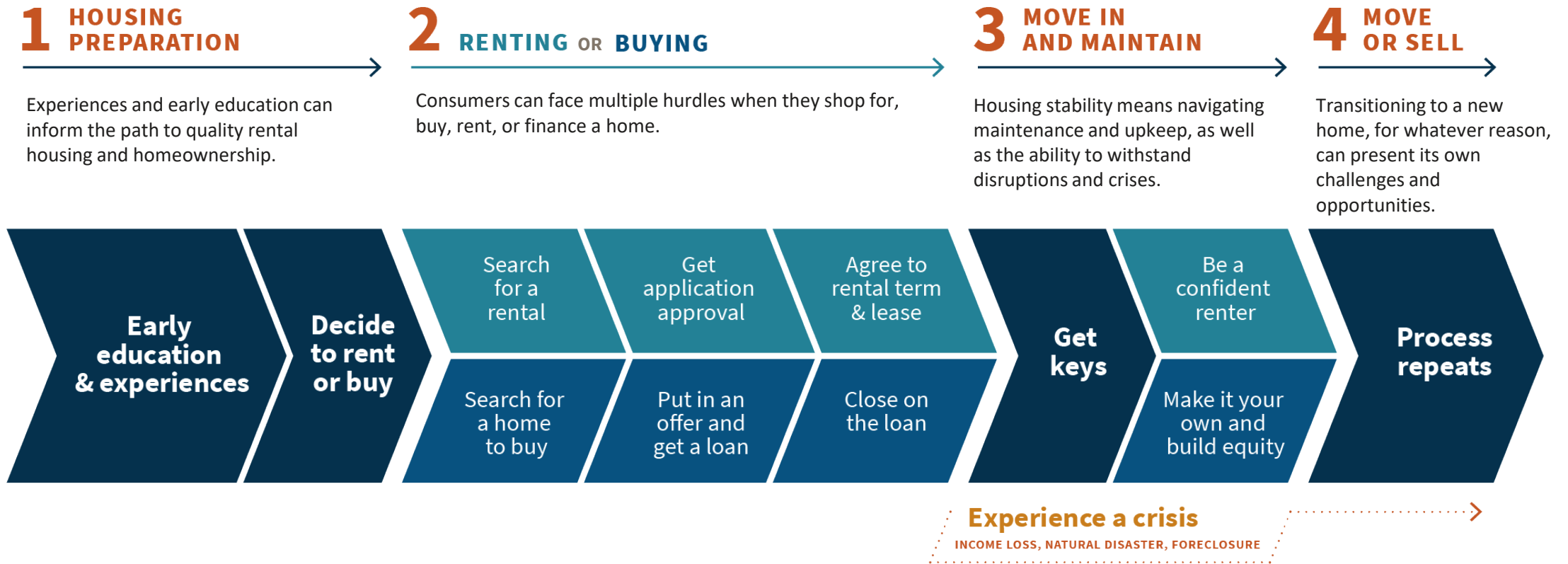
net new white
households

As housing industry organizations seek to connect with new renters and first-time homebuyers in 2024 and beyond, the industry has an opportunity to increase loan volume while increasing equitable and sustainable access to homeownership and quality affordable rental housing.

*Asian, American Indian, Alaska Native, Native Hawaiian, Pacific Islander, and multiracial individuals.



The Consumer Housing Journey framework is used to align on milestones achieved to obtain housing, and with the application of data and research help highlight obstacles that consumers face



Highlights on some of our actions that are driving positive outcomes and impacts for households historically underserved



HomeReady First®

SPCP to support the expansion of homeownership with availability of down payment assistance and closing costs



Valuation Modernization

Modernizing property valuation to support an equitable appraisal process



Appraisal Diversity Initiative™

Fostering diversity and **opportunities** in the appraisal profession



Future Housing Leaders®

Expanding **diversity** across the housing industry with opportunities for paid internships in housing and real estate finance





Future Housing Leaders

Championing diversity in all aspects
of the industry



The Case for Change

We can't wait to close the diversity gap in housing

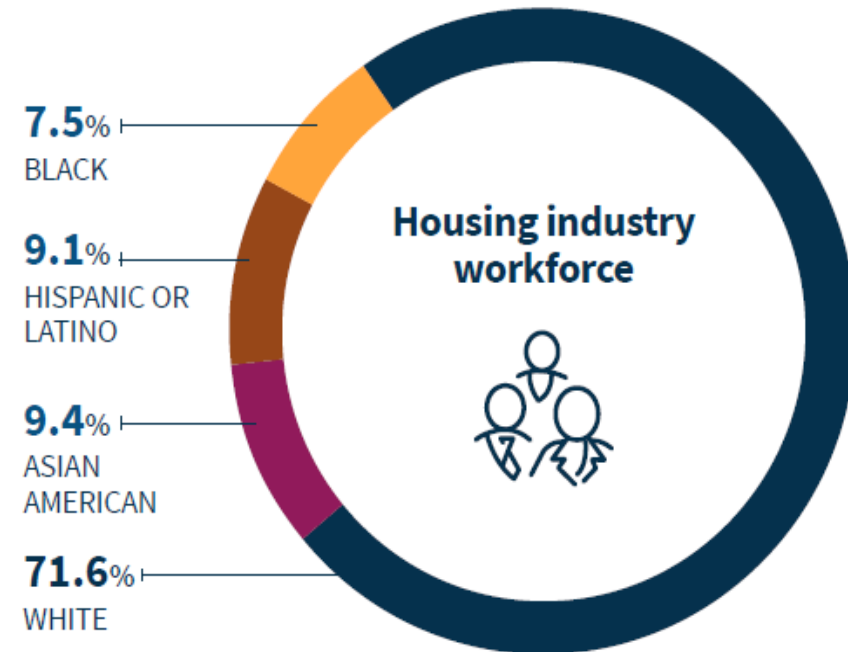
At the current rate of hiring, it will take 114 years for the industry to mirror the diversity of the country. Partner with Future Housing Leader today and help us close that gap.

CEOs in the housing industry as of 2019*



*fanniemae.com/research-and-insights/perspectives/close-diversity-gap-housing

The housing industry needs more diversity



A Diverse Market Needs Diverse Leaders

What is Future Housing Leaders?

Fannie Mae created **Future Housing Leaders (FHL)** to address the gap in housing workforce diversity. A **free**, Fannie Mae-led recruiting service, FHL provides foundational education and connects college students from historically underrepresented groups to paid summer internship opportunities in housing finance.

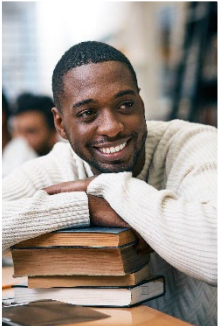
Why is the Future Housing Leaders mission important?

We're championing diversity in all aspects of the industry so there is less potential for bias among the people and data driving housing decisions. Through intentional sourcing and recruiting, FHL provides companies with a pipeline of diverse college students who gain exposure to careers in housing that they might not otherwise have had.



Free Recruiting and Educational Support

By partnering with the Future Housing Leaders, your team can benefit from our additional top of the funnel recruiting efforts to connect diverse students to your opportunities and our robust training curriculum to ensure they are "desk ready" during their internship.



Intern Recruiting

- Build awareness
- Attract diverse talent
- Provide outreach support



Key Dates:
September - March



Educational Training Program

- Educate interns on the industry
- Provide professional development & foundational training
- Offer industry certifications



Key Dates:
June- August



Intern Recruiting: A Closer Look

Through our connection services, Employer Partners can access a wide diverse-student network to fill their intern positions

**>7,500
students in
network**

**Rising juniors
and seniors**

**Average 3.48
GPA**

Vast Areas of Study

Data & Analytics

**Business
Administration
& Finance**

**Computer
Science &
Information
Technology**

Liberal Arts

>50%

**FHL Summer
Program
Participants self-
identified as racial
or ethnic minority**

40+

**Fannie Mae interns who
participated in the
Future Housing Leaders
summer program; were
hired as full-time
employees between
2021 - 2022**



Internship Opportunities

FHL Industry Partners offer diverse career opportunities across multiple functions and sectors



Single-Family Residential

- Secondary Market Intern
- Mortgage Banking Intern
- Loan Coordinator
- External Affairs Analyst
- Structured Finance Intern
- Servicing Analyst
- Capital Markets Analysts
- Funding Clerk Analyst
- Sales Intern
- Production Intern
- Business Lending Intern



Multifamily Commercial

- Underwriting Analyst Intern
- Secondary Market Analyst Intern
- Acquisitions Intern
- Asset Management Intern
- Residential Leasing Intern
- Residential Asset Management Intern
- Real Estate Private Equity Intern
- Real Estate Capital Intern
- Credit Operations Intern
- Property Operations Intern
- Development Intern
- Multi Family Operations Intern
- Mixed Income Intern
- Loan Operations Intern
- Loan Management Intern
- Investments & Acquisitions Intern
- Mortgage Products Intern



Technology

- Applications Development Intern
- Software Engineering
- Data Analysis Intern
- Quantitative Analytics Intern
- MIS Intern
- Jr. Software Engineer Intern
- IT Intern
- IT Support Center Intern
- IT Portfolio/Process Coordination
- IT Enterprise Architecture
- IT Solutions Development
- IT Project Portfolio Analyst
- Software Development Intern
- Information Security Intern
- DevOps Engineering Intern



Corporate Functions

- Strategic Procurement intern
- Accounting Intern
- Sales & Marketing Intern
- Procurement & Vendor Management Intern
- People Operations Intern
- Marketing Intern
- Legal Intern
- Learning & Development Intern
- Internal Audit Intern
- Talent Acquisition Intern
- Strategic Planning Intern
- Project Management Intern
- Human Resources Intern
- Communications Intern
- Business Operations Intern
- Compensation Intern
- Corp Finance/Accounting Intern
- Graphic Design Intern
- DEI Intern
- Finance-Treasury Intern



College & University Relationships

Focus on targeting institutions with a diverse student population

We cultivate relationships with academic leaders, career services, faculty, and student organizations at colleges and universities with predominantly diverse student populations. Over the past five years, we have:

- Engaged over 33 colleges and universities across the country
- Identified HBCU partnerships in key markets for our employer partners
- Expanded our relationships in new markets
- Hosted our "Housing Matters" Speaker Series to educate students about the housing and real estate finance industries
- Reimagined online outreach and engagement during the pandemic by leveraging digital campaigns and virtual platforms



Strategic Recruiting Partnerships

Expanding your reach to more diverse students through our strategic partnerships



RippleMatch

RippleMatch is a recruitment automation platform changing how Gen Z finds work.

Flexibility to tie hiring criteria (gpa, major, grad year etc.) directly to students via AI functionality.



Jopwell

Represents and advance careers for Black, Latinx, and Native American students and professionals.

Access to a cohort of highly qualified, interview-ready students.



Hispanic Association of Colleges and Universities (HACU)

HACU provides access to more than 500 colleges and universities and is the only national association representing existing and emerging Hispanic-Serving Institutions.



Robust Educational Training Program

We are increasing awareness with students on all facets of the housing & real estate finance industry through foundational trainings and certifications during the summer months



Exclusive Training Resources

- Access to Future Housing Leaders Learning Platform
- Company Spotlight Series
- Executive Speaker Series
- FHL Online Curriculum
- Wall Street Prep



Recognized Certifications

- MBA Mortgage Banking Finance
- Polygon Research Data Science Course (leverages real GSE data to enhance the intern experience)
- Wall Street Prep Advanced Excel and Real Estate Modeling



Professional Network

- FHL LinkedIn Group
- Networking Events



Access for All Students

- The FHL Summer Program is open to all interns working with our employer partners, even if they were not sourced through FHL recruiting efforts



Future Housing Leaders Summer Intern Learning Journey



	Housing Industry Foundations	Housing Finance: Single Family Residential	Housing Finance: Multifamily Commercial Real Estate	Housing Finance: AI and Data Science	Professional Acumen
Expectation	REQUIRED For all interns enrolled in the Future Housing Leaders Summer Program	SELF SELECT BASED ON CAREER ASPIRATION For interns in any single-family related roles in mortgage finance	SELF SELECT BASED ON CAREER ASPIRATION For interns in any multifamily related roles in commercial real estate	SELF SELECT BASED ON CAREER ASPIRATION For interns in any technology related roles in mortgage finance, commercial real estate, compliance, technology vendors, and/or non-profits	OPTIONAL Strongly advised for all interns
Overview	Housing Foundations learning journey Provides interns with solid housing industry knowledge, including an understanding of roles and key players in the primary, secondary mortgage, and commercial real estate markets.	Single-Family Residential learning journey Provides interns foundational insight to the Single-Family Mortgage Residential industry via certification course by Mortgage Bankers Association (MBA) and includes: residential mortgage industry, loan production, loan servicing, secondary marketing and regulatory compliance.	Multifamily Commercial Real Estate learning journey Provides interns with a deep dive of foundational insight into the multifamily industry, including technical components of commercial real estate with Real Estate Financial Modeling Certification course with Wall Street Prep	AI and Data Science Acumen learning journey Provides interns ways to ethically and efficiently use industry data and SaaS technologies to understand the housing finance markets, products, customers, and lenders. This is a 7-module course delivered over 7 weeks with a particular emphasis on data and application of data analysis to real-life scenarios, and a spotlight on AI/GenAI technologies and their promise and peril.	Professional Acumen learning journey Provides interns the guidance for understanding and adapting to business situations, problem solving, and successfully achieve objectives
Commitment	On-demand classes: ~3 hours	On-demand courses: ~5 hours virtual, instructor-led classes: ~ 13.5 hrs. (18.5 hours total over 10 weeks)	On-demand classes: ~ 4 hours Virtual, instructor-led classes: ~18 hrs. (22 hrs. total over 10 weeks)	On-demand and instructor led classes: ~18 hours total over 7 weeks	On-demand classes : ~ 13 hours over 10 weeks
Outcome	Badge Attainment	Industry recognized certifications provided by the Mortgage Bankers Association	Multifamily Domain Knowledge Industry recognized certification provided by Wall Street Prep.	Leading with Data Science in the Housing Industry (LwDS) technology certificate provided by Polygon Research	Value add training, which leads to professional readiness

Why FHL

The Future Housing Leaders® summer program provides access to exclusive, curated learning and development resources aimed at helping interns become desk ready employees where they add immediate value to housing industry firms.

Note: Commitment hours subject to change based on course availability

Strategic Educational Partnerships

Through our strategic educational partnerships, we offer industry certification trainings provided by expert instructors



Mortgage Bankers Association

Students gain an understanding of the business model of residential mortgage lending and the three main phases of the loan life cycle. This certification course also introduces the impact and use of regulatory compliance, quality assurance/quality control, and technology in lending.



Polygon Research

Facilitates seven-module Leading with Data Science sessions during which students will use housing finance data to better prepare for careers in the housing finance industry, helping them contextualize, interpret, and respond to issues and opportunities.



Wall Street Prep

Online courses and instructor-led boot camps prepare students and professionals for the demands of investment banking and corporate finance.



2023 Employer Partners

• American Pacific Mortgage • Arbor • Atlantic Bay Mortgage Group • Bellwether Enterprise Real Estate Capital • Berkadia • BMO • Bozzuto • California Credit Union • Carrington Mortgage Services, LLC • CastleOak Securities, L.P.	• Citigroup • Colliers • Comstock Companies • CoreVest American Finance • Dovenmuehle • Enterprise Community Partners • Equity Now Inc. • Experian • Fannie Mae • FCP • First American Title Company • First Citizens Bank • Flagstar Bank • Freddie Mac	• Grandbridge Real Estate Capital LLC • Greystar • Greystone • Harbor Group Management Co., LLC • HSBC • Huntington • Illinois Housing Development Authority • JLL • John Burns Real Estate Consulting • JP Morgan Chase • KeyBank • L+M Development • Lennar Mortgage	• LoanCare LLC • Lument • M&T Bank • MassHousing • Merchants Bank of Indiana • Mr. Cooper Mortgage • Nationwide Mortgage Bankers, Inc. • New Hampshire Housing and Finance Authority • NewPoint Real Estate Capital • NewRez • NorthMarq • PGIM Real Estate • PNC	• Radian • Redwood Trust • Rithm Capital • Stewart Title • SitusAMC • The Urban Institute's Housing Finance Policy Center • TransUnion • U.S. Bank Mortgage • US Mortgage • Valon Technologies • Virginia Housing • Walker and Dunlop • Wells Fargo • Wisconsin Housing and Economic Development Authority
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Note: Not all 2023 Partners are reflected.

Impacting the industry by increasing early career workforce diversity

Through our partnerships we provide education and professional development to thousands of early career professionals

130+

**Housing and Real
Estate Finance Industry
Partners**

3,000+

**Early career
professionals have
enrolled in the FHL
summer program**

>50%

**Self Identified as racial
or ethnic minority**

**Initiated relationships that
led to the hiring of
approximately**

860

**student interns who self-
identified as racial or ethnic
minorities by our employer
partners between 2020 and
2023**



Call to Action

What can you do?

- 1 Become a partner - if you have an existing internship program or desire to create one for your agency – we can help!
- 2 Contact the Future Housing Leaders team by sending an email with your interest and questions:
future_housingleaders@fanniemae.com
- 3 Register your interns and analysts for the FHL Summer Educational Program (June 5-August 7th) - Registration Ends 5/24/24



