



Applied Client Network Task Force Overview	
Name/Title	2018 Website Task Force
Task Force Purpose	The 2018 Website Task Force is a temporary resource established to support the successful update and relaunch of the Applied Client Network website. The Task Force will work in alignment with the project team to ensure the member perspective is carefully considered during the redesign process.
Task Force Job Responsibilities	<p>The primary responsibility of Task Force members is to represent the member perspective throughout the project, offering insights and recommendations to the project team. Areas of Focus will include:</p> <ul style="list-style-type: none"> • Usability – as new features are outlined and implemented, provide feedback to project team regarding challenges completing tasks or finding information • Member/Prospect Experience – as messaging is expanded into new content, provide member perspective of story and information flow. Does the information convey the value of membership? Will the site structure/content encourage prospects to join? • Implementation of Personas – As current content is sorted and persona mapping is implemented, provide feedback as product users to ensure information is sorted effectively • Beta Test Support – Chapter leadership, committee volunteers, and the board of directors will be invited to participate in a 6-week Beta Test. Task Force members should actively participate in this test, and provide validation of feedback.
Task Force Structure	The 2018 Website Task Force will consist of 5-7 Applied Client Network members, 2-3 Applied Client Network Board directors, and an Applied Client Network staff liaison. Additional Applied Client Network staff (Membership, Marketing, IT, Education) may participate in the Task Force as needed.
Authority/Limitations	The 2018 Website Task Force is directed by the Applied Client Network Board of Directors and Applied Client Network staff liaison. Task Force members may not enter into legal or binding agreements on behalf of Applied Client Network without approval from the Applied Client Network Board of Directors and/or Applied Client Network CEO. Task Force members do not have authority over Applied Client Network resources and/or staff.
Method of Task Force Member Selection/Nomination, Term	Committee membership is guided by Association policy with members selected from a call for volunteers, with additional input from Applied Client Network staff and board members. Membership on the Task Force will be limited to the duration of the 2018 website project.