

Website Task Force Charter

Role of the Task Force

The purpose of the Website Task Force is to oversee the strategy, functionality, re-design and create an ongoing review process of the CLFP Foundation website. The Task Force ensures that the website effectively serves the needs of members, prospects, and stakeholders by providing relevant, accurate, and engaging content while maintaining an intuitive user experience.

Membership

The Website Task Force will have at least one CLFP Foundation Board member who will likely (although not required) serve as the Chairperson. The Task Force is open to CLFPs and non-CLFPs with expertise or interest in website design, user experience, digital content, and marketing, at the discretion of the Chairperson and/or Foundation CEO.

Chairperson

The Chairperson shall be nominated and approved by the Board of Directors for a one-year period and subject renewal. A Co-Chairperson or Vice Chair may also be nominated and approved by the Task Force in the event the Chairperson cannot be present.

Activities, Duties, and Responsibilities

The Website Task Force will:

- Create a team for the task force comprised with members who can meet the charter needs with both industry and non-industry perspectives.
- Conduct a comprehensive review of the current CLFP Foundation website to identify areas for improvement.
- Define website objectives, including content management, ease of navigation, SEO best practices, and mobile responsiveness.
- Ensure branding consistency and message alignment.
- Gather input from CLFP members and stakeholders to identify desired website features and enhancements.
- Create an RFP for the re-design project and obtain a minimum of three (3) bids.
- Oversee website updates, including new pages, design refinements, and functionality improvements.
- Work with external web developers or internal technical resources to implement website changes.
- Establish a process for ongoing review of website content, updates and digital tools, ensuring ongoing timely and relevant information to enhance user engagement.
- Ensure the website remains compliant with industry standards, security measures, and accessibility guidelines.
- Periodically report progress to the CLFP Board of Directors.

Delegation of Authority

The Chair and/or Vice-Chair shall present to the BOD regularly to provide updates on the activities of the Task Force and success of the committee.

Task Force Procedures/Schedule

The success of the Task Force is dependent upon every member's contribution. Therefore, the Task Force and its members shall:

- Meet as needed, but no less than monthly at commencement

- Keep to an Agenda
- Encourage and engage in free and open communication
- Work closely with Engagement Committee

Formalities

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