

Charter: Website Redevelopment Task Force

April 2014

Timeline & Commitment

Start date: April 2014
End date: May 2015 (coincides with launch of new NASFAA.org)

We expect just one in-person meeting in Washington, DC in 2014, along with regular conference calls (typically a 4-8 hour commitment each month).

Composition

- Chair: Justin Brown (Missouri, MASFAA, Public)
- Jennifer Williams (Clemson, SASFAA, Public)
- Melissa Haberman (Wisconsin, MASFAA, Public)
- Scott Cline (California College of the Arts, WASFAA, Private)
- Ben Kohl (Kansas State, RMASFAA, Public)
- Ashley Smith (Montgomery County CC, EASFAA, Community College)
- Shannon Crossland-Followill (Texas Tech, SWASFAA, Public)
- Brandon McAnuff (Univ. of Chicago, MASFAA, Grad/Prof)
- Brian Lemma, NASFAA Board Member (Georgetown, EASFAA, Private)
- Staff Liaisons: Beth Maglione & Carrie Conrad

Background & Purpose

NASFAA's last web redevelopment project culminated with a website re-launch in Dec. 2010. As such, it's time for the association to again do a deep assessment of our web systems, from the outward-facing website and back-end content management system, to the membership database that tracks member information (and all interactions with members), to the many third party vendors that provide specific web services (e.g. AskRegs knowledgebase, NASFAA U testing center, vendor/exhibitor conference management tool, career center, journal management system, and Student Aid Index).

Task Force Duties & Responsibilities

Members have a unique perspective on user-level functionality that staff cannot replicate. That's why we need a task force of members to serve as a focus group to help the project team in the following areas:

- Assist in specific requirements gathering by providing functionality and content considerations; examples of features from similar websites and applications, feedback on planned functionality, and usage descriptions.
- Evaluating content scope, spectrum, and architecture within site
- Provide feedback on design elements, style, and user-friendliness.
- Test site navigation, beta functionality, content flow, and specialized functions

Through the chair and the staff liaisons the task force would also report to the board periodically whether the project is on-time and on-budget.

Indicators of Success

To provide the valuable user perspective and help the project team deliver a fully functioning website and membership database, mostly free of bugs, that integrates with the NASFAA site at key determined points. The delivered products will address member, consumer, and association needs for content, functionality, design and usability, and launch on time and on budget.

Budget

Planned expenditures are roughly \$10,000