

Technology Task Force

2026/2027

CHARGE

The Technology Task Force roadmaps CHPA's technical journey, prioritizing platforms, data security, and integration for a modern member experience. It evaluates innovations to ensure agile, scalable services supporting CHPA's strategic goals, with an internal focus on association operations.

COMPOSITION

Chairs are selected by the CHPA Chair. Members recruited from membership at large with technology expertise or interest. All task force members belong to member companies in good standing. Composition represents diverse membership by type, revenue, geography, and tech-savvy roles.

TERM

March 2026-February 2027

TIME

2-3 hours per month

STRATEGIC FRAMEWORK SUPPORT

The Board of Directors guides CHPA via a Strategic Framework which allows CHPA to be nimble and agile in program and services development and delivery. Task forces support a variety of objectives and action steps within the Strategic Framework. Below are the objectives this task force supports.

- Increase combined website traffic (public and member-facing) by 20%.
- Enhance public membership directory search functionality and implement internal member search to boost usage by 30%.
- Increase views of the Knowledge Center to 1,000.

RESPONSIBILITIES AND ONGOING TASKS

- Assess and recommend platform upgrades for member portals, directories, and Knowledge Center.
- Review data security protocols and integration needs for surveys, events, and resources.
- Prioritize tech enhancements based on pulse surveys and member feedback.
- Advise on scalable tools for webinars, events, and resource delivery.
- Participate in virtual meetings throughout the year.

STAFF LIAISON

Nick Estrada, CAE, CMP, CEO

STAFF RESPONSIBILITIES

- Maintain task force roster.
- Schedule task force meetings, work with chair(s) to develop agendas and complete meeting summaries.
- Inform task force members on potential legislative issues brought to the CHPA staff team's attention.
- Draft communication to member companies on issues of importance and potential industry impact, sharing Task Force recommendations.
- Provide support to the task force throughout the year including data, historical context and any other additional information needed to allow the task force to make informed recommendations.
- Provide broad-level perspectives of CHPA programs, services and initiatives which may impact the discussions of the task force.

YOUR RETURN ON INVESTMENT

By serving on this task force, you will

- Expand your network.
- Influence CHPA's tech roadmap to benefit member services.
- Build knowledge of innovative tools for your operations.

JOIN THIS TASK FORCE IF

- You are passionate about tech innovation.
- Data security and platforms excite you.
- You want to modernize member experiences.