



# **Washington State Bar Association**

## **Website Redesign**

## **Request for Proposal**

**November 3, 2009**

## Table of Contents

1. SUMMARY .....	3
2. SELECTION PROCESS AND TIMELINE.....	3
3. BACKGROUND OF ORGANIZATION.....	4
Our Mission.....	4
Our Guiding Principles .....	4
Our Organization.....	4
4. PROJECT PURPOSE AND OBJECTIVES .....	5
Purpose.....	5
Objectives .....	5
5. SCOPE OF WORK .....	6
Discovery Phase .....	6
Design Phase .....	6
6. WEBSITE CRITERIA.....	7
7. USABILITY AND ACCESSIBILITY REQUIREMENTS .....	7
8. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES.....	8
9. STAFF RESOURCES .....	8
10. PROPOSAL FORMAT AND REQUIREMENTS .....	9
Qualifications .....	10
Budget.....	10
11. EVALUATION CRITERIA .....	11
12. CONTRACT TERMS .....	11

## 1. SUMMARY

The Washington State Bar Association (WSBA) is accepting proposals from individuals and organizations that can help WSBA plan, develop, test, and implement a website redesign project. We are looking for an individual or team that can provide guidance and leadership to the internal WSBA website redesign project team. This internal team has the responsibility to create and deliver an updated, flexible, accessible, and informative website that is easy to maintain. The current WSBA website was implemented in 2003. It is hosted externally with Adhost and the content is maintained by internal, decentralized, department staff through an off-the-shelf CMS product.

The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

This is an open and competitive process. The WSBA, its contractors, their suppliers and subcontractors, and vendors of goods, equipment services, and professional services shall not discriminate on the basis of ancestry, color or race; cultural or ethnic background; economic disadvantage, ideological, philosophical, or political belief or affiliation; marital or parental status; national or regional origin; religion, or religious or denominational affiliation; age; sex; sexual orientation or preference; honorably discharged veteran or military status, or the presence of any sensory, mental, or physical disability in the award and/or performance of contracts.

## 2. SELECTION PROCESS AND TIMELINE

- This RFP is dated November 3, 2009. Proposers may also request a copy be sent via email by contacting Mark McDonald at [markm@wsba.org](mailto:markm@wsba.org).
- If you have questions about this RFP, please contact Mark McDonald at 206-733-5938.
- Proposals are due in the WSBA offices no later than 5:00 pm PST, Monday, November 23, 2009. Proposals received after this date/time will not be considered. Deliver proposals to the attention of:  
Mark McDonald  
IT Director, Washington State Bar Association  
1325 Fourth Avenue, Suite 600  
Seattle, WA 98101  
[markm@wsba.org](mailto:markm@wsba.org)
- You will be notified the week of December 7, 2009 if you are selected for an interview at our office with our evaluation team. We anticipate that interviews will occur during the week of December 14, 2009.
- Selection will occur as soon as practicable.
- All other candidates will be notified after selection of a contractor and successful contract negotiation.

- The goal for implementation is summer or fall 2010 but final deliverables and launch dates will be negotiated with the chosen vendor.

### **3. BACKGROUND OF ORGANIZATION**

#### **Our Mission**

The mission of the Washington State Bar Association is to serve the public and the members of the Bar, ensure the integrity of the legal profession, and to champion justice.

#### **Our Guiding Principles**

The WSBA will operate a well-managed association that supports its members and advances and promotes:

- Access to the justice system;
- Diversity, equality, and cultural understanding throughout the legal community;
- A fair and impartial judiciary;
- The public's understanding of the rule of law and its confidence in the legal system; and
- The ethics, civility, professionalism, and competency of the Bar.

#### **Our Organization**

The WSBA is the principal organization governing the practice of law in the State of Washington. All lawyers must belong to the WSBA to be licensed to practice law. The WSBA administers the bar exam and all other admissions requirements. The WSBA also administers the annual licensing process and attorney discipline matters. In addition to its regulatory functions, the WSBA is the mandatory professional association for lawyers. It is the primary provider of continuing legal education in the state and provides a multitude of services to its members, including the Lawyers' Assistance Program, Law Office Management Program and numerous publications. The WSBA has a responsibility to the public to protect citizens from incompetent and dishonest lawyers. In addition, the WSBA provides many informational services to the public and hosts a multitude of programs in support of its Guiding Principles.

Governance of the WSBA is vested in the Board of Governors, composed of 14 governors (one governor from each of eight congressional districts; three from the 7th District; and three at-large members, one of whom represents the Young Lawyers Division), a president, president-elect, immediate past-president, and executive director.

The WSBA is made up of the following operational departments:

- Office of Executive Director
- Office of General Counsel
- Finance and Administration
- Continuing Legal Education
- Information Technology

- Lawyer Services
- Justice and Diversity Initiatives
- Member and Community Relations
- Office of Disciplinary Counsel
- Regulatory Services

## **4. PROJECT PURPOSE AND OBJECTIVES**

### **Purpose**

The Washington State Bar Association's website must be redesigned and modernized in order to provide the functionality, features, and services that are critical to its members and persons subject to the laws of the state. A redesigned, modernized website will provide better tools to connect WSBA's members, empower members with self-service options for licensing and fee payments, accessing CLE products and seminars at the CLE online web store, tracking mandatory continuing legal education credits, and updating membership information. The website will also deliver more value for the public needing assistance with consumer information, filing grievances against lawyers, or gaining access to legal resources provided by the WSBA, government or other legal or law-related associations.

The primary audience for our website is our association members (over 33,000) as well as our member and non-member volunteers serving on committees, sections, task forces, etc. In addition, our website serves the general public and the media.

### **Objectives**

Our primary objective is to continue to build identity, awareness, and interest in our association and the services it provides to members and the public.

#### ***Objective 1***

Design and implement an updated website that has a professional look and feel, is accessible, easy to use and navigate and it connects WSBA with members. The website should be built with modern web technology, be adaptable, and be capable of interfacing with current and future social media web applications.

#### ***Objective 2***

The website must have a seamless interface with existing WSBA web applications that provide annual licensing, e-commerce features for CLE products and seminars, administration and reporting of mandatory continuing legal education credits, accessing our lawyer directory, and updating membership information.

#### ***Objective 3***

Establish a look and feel of the website to be consistent across the entire website. Usability standards and principles recommend that websites adopt a consistent user interface throughout

the entire website by standardizing navigation and page layout. Also, establish a website that complies with accessibility and usability standards for persons with disabilities or special needs.

#### **Objective 4**

Implement a single content management solution that can be managed in a decentralized manner. This objective will promote an efficient publication methodology leveraging current and future technologies. A single content management solution will also promote greater flexibility to future website enhancements and functionality.

#### **Objective 5**

Upon completion of the website redesign project, the WSBA will assume full responsibility for website content maintenance and administration. All content, coding and graphics will become the sole property of the WSBA.

### **5. SCOPE OF WORK**

The scope of this project is to redesign, update and modernize the existing WSBA website. An ideal candidate will be able to provide leadership and guidance to the team mainly during the initial phases of the project, but through implementation as well.

#### **Discovery Phase**

Lead and facilitate the WSBA website redesign project team to analyze and document the following:

- Audiences and needs (including advice relating to user focus groups)
- Accessibility and usability requirements
- Website brand and personality
- Graphic look and feel
- Navigation standards
- Required critical functionality and content
- Required non-critical functionality and content
- Identify member database and other application integration requirements including existing member databases, ecommerce sites, and other internal and external applications

#### **Design Phase**

Lead and assist the WSBA website redesign project team to:

- Develop a website information architecture
- Develop home page and main navigation templates for each of the main navigation links
- Evaluate software solutions such as CMS, database software and server software
- Develop a search engine system or acquire an off-the-shelf product suitable for use
- Analyze and design a website statistics system
- Provide subject matter expertise to IT team on website-design best practices
- Provide advice on historical/archival solutions

- Provide advice on integration of 3rd party solutions (social media, calendars, search tools, etc.) with new website
- Provide advice and expertise on browser compatibility issues
- Develop guidelines and approach for content conversion

## 6. WEBSITE CRITERIA

The website designed by the WSBA website redesign project team must meet the following criteria:

- Easily Updated – Implement a content management system that will permit non-technical WSBA staff to instantly update website content on specific pages.
- Scalable – The website must permit new topics and content to be added.
- Visually Appealing – The website must have an attractive mix of text and graphics.
- Common Theme and Consistent Design – Each section of the website should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the website.
- Easy to Navigate – The website should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Searchable – The website must provide robust search capabilities using key words or phrasing that will identify content from throughout the website.
- Diversity – The website should take into account the cultural and technical diversity of the WSBA audience.
- Usability and Accessibility – The website must meet or exceed standard requirements that ensure that a website has accessible features for people with disabilities from the start (see Section 7 below for details).
- Security – The website must be secure. Adequate security testing on the website must be performed prior to launch.
- Compatibility – The website must be compatible with common browsers such as Internet Explorer, Firefox, and Safari.

## 7. USABILITY AND ACCESSIBILITY REQUIREMENTS

A successful candidate must identify their knowledge in providing accessible features. If you intend to use an outside contractor for this purpose, the company must be identified in the RFP, along with their qualifications. The contractor for access must be on board and working with the team from the beginning. Once features are developed that are inaccessible, the cost of finding a solution to access is much greater.

This commitment to accessibility for all begins with this website and our efforts to ensure all functionality and all content is accessible to all public users and WSBA members throughout the world.

- The website must be compatible with ATJ Technology Principles which are located at <http://atjweb.org/principles/full-text#1>.
- The website must meet Federal Access Board guidelines and standards under section 508 subsection 1194.22 of the Rehabilitation Act (see US Access Board). See <http://www.access-board.gov/>.
- The website must use tools such as the W3 Validator. See <http://validator.w3.org/>.

Images on the website must contain 'alt tags,' which aid users who listen to the content of the website by using a screen reader, rather than reading the website. Likewise, a 'skip to' link must be provided so users with a method for bypassing the header may go directly to the main content each time a page is accessed. Text transcripts must accompany audio clips of speeches and remarks, and closed captioning must be available on videos. In addition to the features that make the graphics version of the website more accessible, a text-only version must be provided that adds convenience for users.

The new WSBA website must be accessible for people with disabilities from the start. As the website will need to be updated regularly in an attempt to make it accessible to new technologies, the web design should take this into account. To provide access to this website, the WSBA will ask users with disabilities to review the website before the start-up date and will also review the website's accessibility with outside web tools. The results of these reviews will be incorporated into the website.

## 8. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

- We will use much of our existing web content. New content will be identified through interviews and internal and external user focus groups. The chosen contractor should be able to provide advice about user focus groups and how best to use them as part of the discovery phase. Content migration advice will be part of this contract. We are looking for the best way to convert substantial amounts of existing content to new website.
- Existing databases will need to be connected to the new website.
- We have existing e-commerce systems such as MyWSBA and the new website must be built to support continued use of these tools and their business needs. Current IT staff use .NET 1.1 and 2.0 (VB) and SQL Server for the vast majority of their work. This is where their expertise lies. If a solution requires significant software development or software maintenance by WSBA IT staff, that solution should strongly consider the current expertise of WSBA's IT Department.

## 9. STAFF RESOURCES

An internal project team is being formed to accomplish the website redesign. The team structure and responsibilities are:

- **Project Owner/Sponsor** – The Deputy Director for External Relations has overall responsibility to deliver the redesigned website for the WSBA

- **Core Decision Team** – This team consists of the Executive Director, Deputy Director for External Relations, IT Director, and Director of Member and Community Relations and is responsible for the general oversight of the project and all key decisions.
- **WSBA Information Technology (IT) Team** - Recommends and builds the technology framework; evaluates and participates in choice of software applications such as CMS, database software, server software, and hosting options; implements third party solutions; develops website design; presents models to the content team for decisions; researches and participates in decisions as well as implements accessibility standards; conducts training for CMS, third party solutions, etc.; develops the content migration plan; manages the content migration plan; and develops CMS usage standards and procedures including approval/posting procedures.
- **WSBA Content Team** – This team will be comprised of WSBA staff representing the various departments. The team will help develop WSBA’s brand and personality; define the new website architecture; define the critical, initial launch architecture and content; define the historical/archived content and search requirements; define third party and social media solutions to integrate with the website; and define the team that will be responsible for ongoing content updates (editorial board, content owners, change management processes, etc.).

## 10. PROPOSAL FORMAT AND REQUIREMENTS

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

Please use the following as a guideline to format your proposal:

- Title Page: WSBA Website Redesign Proposal, your company name, address, website address, telephone number, fax number, e-mail address and primary contact person.
- Cover Letter: Signed by the person or persons authorized to sign on behalf of the company.
- Proposal: Discuss your proposed solution as it relates to the website criteria noted in Section 6, including the features, benefits and uniqueness of your solution.
- Time Frame: Outline a time frame for completion. Please note that time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is required.
- Qualifications: Provide the information requested under “Qualifications” outlined below.
- Budget: See ”Budget” section below for details.

The proposal must address the contractor’s qualifications and a budget for the project, as follows:

## Qualifications

- Provide a company profile, length of time in business and core competencies.
- Describe your experience in producing sites for non-profit and/or community-focused projects.
- Briefly describe your or your firm's experience working with and designing for culturally diverse communities.
- List the five websites you or your firm has produced that best reflect your work and relevancy to this project. Briefly list the role you or your firm played in each project and submit the relevant URLs. Only sites that are live will qualify during evaluation.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our website (e.g., staff, equipment, software, physical space, office location, etc.). Explain how many full-time staff your firm employs and how many of your staff would be dedicated to this project. Please include a copy of your firm's organizational chart.
- Describe the team that will be assigned to this project and what each person's role would be. Please include a brief qualifications summary for each key staff member assigned to this project.
- If the execution of work to be performed by you or your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. The WSBA will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.
- Briefly describe your or your firm's project management process.
- Describe the process to include input from all WSBA program areas. Please state how you intend to communicate with all program areas to gather all of the required information
- Please discuss any hardware/software vendor partnerships you have.

## Budget

Please provide one or more cost proposals to accomplish the scope outlined above. The budget must encompass all project management, discovery, design and development services and deliverables. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. All costs associated with the delivery of the project should be presented in a flat-rate, fee-for-service format. Include any hourly rates for staff working on the project if applicable.

## **11. EVALUATION CRITERIA**

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the proposal – The proposed solution meets the needs and criteria set forth in the RFP.
- Candidate experience and expertise – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project. Candidate has expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Depth and breadth of staff – The candidate firm has appropriate staff to develop the website in the time frame needed.
- Time frame – The proposed time frame is acceptable to the WSBA's goals for completion of the project.
- Value/Pricing structure – The price is commensurate with the value offered by the proposer.
- Proposal presentation – The information is presented in a clear, logical manner and is well organized.

## **12. CONTRACT TERMS**

The WSBA will negotiate contract terms upon selection. All contracts are subject to review by WSBA legal counsel, and a project will be awarded upon signing of an agreement or contract that outlines terms, scope, budget and other necessary items. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations. Please include in your proposal any key terms and conditions you wish to see in the final contract.