



INVITATION TO SUBMIT PROPOSALS

The State Bar of Texas (the State Bar) is requesting Proposals from experienced vendors capable of providing website redesign services. If you are interested in submitting a proposal, please adhere to the **General Instructions** and the **Proposal Stipulations and Requirements** as outlined in the enclosed Request for Proposal (RFP).

Vendors should pay particular attention to all **INSTRUCTIONS, REQUIREMENTS and DEADLINES** indicated in the attached documents and should govern themselves accordingly. In accepting proposals, the State Bar reserves the right to reject any and all proposals, to waive formalities and reasonable irregularities in submitted documents, and to waive any requirements in order to take the action, which it deems to be in the best interest of the State Bar and is not obligated to accept the lowest proposal.

At the time and place established for receipt of the proposal, the State Bar will only release the names of the vendors. No other information will be released until after the State Bar has evaluated the proposals and an award has been made and approved by the State Bar Executive Director.

We greatly appreciate your efforts and look forward to reviewing your submission.

**STATE BAR OF TEXAS
1414 Colorado St.
Austin, Texas 78701**

THE STATE BAR OF TEXAS

The State Bar is established under Tex. Govt. Code Ch. 81 as an administrative agency of the judicial department of Texas state government and reports directly to the Supreme Court of Texas. It is governed by a statewide Board of Directors and is headed by the Executive Director of the State Bar. The State Bar is funded solely by membership dues, compliance fees, and revenue generating services. Unlike other state agencies, the State Bar's budget is subject to approval by the Texas Supreme Court.

The State Bar's purposes are (1) to aid the courts in carrying on and improving the administration of justice; (2) to advance the quality of legal services to the public and to foster the role of the legal profession in serving the public; (3) to foster and maintain on the part of those engaged in the practice of law high ideals and integrity, learning, competence in public service, and high standards of conduct; (4) to provide proper professional services to the members of the State Bar; (5) to encourage the formation of and activities of local bar associations; (6) to provide forums for the discussion of subjects pertaining to the practice of law, the science of jurisprudence and law reform, and the relationship of the State Bar to the public; and (7) to publish information relating to the subjects listed in subdivision (6).

TABLE OF CONTENTS

Section 1. RFP Reference Number, Timeline and Events

Section 2. General Instructions

Section 3. Proposal Stipulations and Requirements

Section 4. Proposal Contents and Format

Section 5. Services to be Performed

Section 6. Deviation Form

Section 7. Signature Page

SECTION 1. RFP REFERENCE NUMBER, TIMELINE AND EVENTS

RFP Reference Number:	SBOT2025-Website Redesign
Request For Proposal Issuance Date:	December 20, 2024
Deadline for Submission of Questions:	January 8, 2025, by 4:00 p.m.
Deadline for Submission of Proposals:	January 15, 2025, by 4:00 p.m.
Contract Award Date:	On or before February 3, 2025
Anticipated Contract Start Date:	February 10, 2025

SECTION 2. GENERAL INSTRUCTIONS

A. Questions

Deadline for Questions from Vendors is January 8, 2025 by 4:00 p.m.

All questions concerning the specifications for proposals must be in writing, preferably by email, addressed to the following:

Ann Nunez
ann.nunez@texasbar.com

B. Submittal Procedure

***Deadline for Submission of Proposals is January 15, 2025 by 4:00 p.m.
No Proposals will be accepted or considered after the stated deadline.***

Proposals, subject to all specifications and conditions contained in this RFP, must be signed by a person or officer of the company submitting the proposal that is authorized to enter into contractual obligations and agreements on behalf of the company. ***Proposals received unsigned will be deemed non-responsive and will not be accepted or considered.***

The original proposal must be emailed to:

**Ann Nunez
ann.nunez@texasbar.com**

Submissions by facsimile or mailed will not be accepted or considered.

Submissions that do not contain all the materials and documentation duly executed, will not be accepted, or considered.

C. Non-Discrimination Policy Statement

The State Bar of Texas does not discriminate against any individual or vendor with respect to compensation, terms, conditions, or award of contract because of race, color, religion, sex, national origin, age, disability, political affiliation, or limit, segregate, or classify candidates for award of contract in any way which would deprive or tend to deprive any individual or company of business opportunities or otherwise adversely affect status as a vendor because of race, color, religion, sex, national origin, age, disability, or political affiliation.

D. Proposal Guarantee/Award Procedure

It is anticipated that a recommendation for award under this RFP will be made on or before February 3, 2025.

All interested parties are required to guarantee their proposals as **irrevocable offers valid for ninety days (90) days after the Deadline for Submission of Proposals**. The State Bar, in its sole and absolute discretion, shall have the right to award any proposal for any or all items and services listed in each proposal, shall have the right to reject any and all proposals as it deems to be in its best interests, to waive formalities and reasonable irregularities in submitted documents, shall not be bound to accept the lowest proposal, and shall be allowed to accept the total proposal of any one vendor.

SECTION 3. PROPOSAL STIPULATIONS AND REQUIREMENTS

A. Modification or Withdrawal of Proposal

Any proposal may be modified or withdrawn prior to the deadline, provided such modification or withdrawal is submitted in writing and received by the State Bar Facilities Manager prior to the deadline. Any modification or withdrawal received after the Deadline for Submission of Proposals will not be considered.

B. Offer and Acceptance Period

All proposals must be irrevocable offers valid for ninety (90) days after the Deadline for Submission of Proposals.

C. Irregularities in Proposals

Except as otherwise stated in this RFP, evaluation of all proposals will be based solely on information contained in the written proposal. The State Bar shall not be held responsible for any errors, omissions, or oversights in any submitted proposal. The State Bar, in its sole discretion, may waive any technical irregularities in a proposal which do not affect the quality of services offered or pricing.

The State Bar may reject any proposal containing a statement, representation, warranty, or certification which the State Bar determines to be materially incorrect, false, misleading, or incomplete. Additionally, any errors, omissions, or oversights in any proposal may constitute grounds for rejection of the proposal by the State Bar.

The inability of a vendor to provide one or more of the components or specified features or capabilities required by this RFP does not, in and of itself, preclude acceptance by the State

Bar of a proposal. All proposals will be evaluated as a whole by the State Bar in keeping with the best interests of the State Bar.

D. References

Proposals must be accompanied by a comprehensive list of references. Vendors are required to provide a minimum of three (3) references to which the vendor has provided services similar to those set forth in this request for proposals. The references must include the name, address, contact person, telephone number, email address, the services provided by vendor, and the dates those services were performed.

E. Oral Presentations

Any vendor that submits a proposal may be requested by the State Bar to make an oral presentation for further clarification of the proposal.

F. Amendments and Revisions to this Request for Proposal

If the State Bar determines it is advisable or necessary to amend or revise this RFP, the amendment or revision will be provided to each vendor by email.

G. Disclosure of Proposals

The State Bar of Texas is subject to the Texas Public Information Act, *Tex. Govt. Code Ch. 552* (the TPIA). Once proposals are opened and the contract is awarded, all or part of the proposals may be subject to disclosure to the public upon request. The TPIA, however, does not require disclosure of trade secrets or confidential commercial or financial information obtained from a vendor. If the State Bar receives a request for disclosure of a proposal under the TPIA, the State Bar will send a notice to the vendor submitting the proposal within ten days after receipt of the request. The notice will inform the vendor of its rights under the TPIA. More information concerning the applicability of the TPIA to proposals can be obtained from the Texas Attorney General or from the Attorney General's website at <http://www.texasattorneygeneral.gov>.

H. Retention of Proposals

All proposals submitted to the State Bar shall become the property of the State Bar and will not be returned to the vendor submitting the proposal.

I. Expenses

The State Bar shall not be responsible for expenses incurred by a vendor in preparing and submitting a proposal.

J. Term of Contract

The initial term of the awarded contract will be for the time it takes to complete the redesign.

SECTION 4. PROPOSAL CONTENTS AND FORMAT

A. Contents

Each proposal shall contain the following:

1. Title Page

- Name of Vendor
- Mailing Address
- Main Telephone Number
- Website Address (if any)
- Contact's Email Address

2. Table of Contents

3. At least three references, including:

- Name
- Address
- Contact person
- Telephone number
- Email address
- Services provided by Vendor and dates such services were provided

4. Description of Vendor

- Brief history of vendor
- Date vendor began business

5. Completed Requirement pages 11 – 13 with best and final pricing, including all fees associated with the full scope of the project.

6. Blank copy of your contract with terms and conditions.

7. Any additional descriptive literature which might be of assistance in the proposal consideration process.

8. Deviation Form (See Section 6)

10. Vendor's Certification and Signature Page (see Section 7)

B. Format of Proposal

1. Original proposal, signed by representative of vendor duly authorized to contractually bind vendor.

SECTION 5. SERVICES TO BE PERFORMED

A. Overview

The services to be performed by the vendor under the contract awarded pursuant to this RFP are Website Redesign services.

GOAL:

The State Bar of Texas (SBOT) is looking for a design firm to assist with the redesign of its flagship website, Texasbar.com. The redesign aims to achieve a clean modern look, improved search, improved navigation, increased accessibility, and move to a modern CMS (WordPress) to make future restyling easier.

BACKGROUND AND CONTEXT

- **Current State:**

The current site, redesigned seven years ago, is built in ColdFusion and relies on a proprietary CMS that requires replacement. It features a static content section and an application section accessible behind a login. The application section allows members to update their contact information, manage their public profiles, pay dues, and fulfill compliance requirements.

Key issues with the current site include outdated aesthetics, ineffective search functionality, limited accessibility options, an outdated CMS, poorly organized content, and challenges with finding information and navigating the site.

- **Business Needs:**

The specific reasons for the redesign are to update the design with a clean modern look and improve access to information for the public and members. There is also a need to move to a modern CMS.

PROJECT SCOPE

- **In-Scope Features:**

The scope of the project will entail all creative assets designated below as well as any WordPress configurations or plug-ins needed to accomplish the project requirements.

- **Out-of-Scope Features:**

The application side of the site will remain in ColdFusion. The WordPress template styles will be applied to the ColdFusion site by the State Bar of Texas IT team to mimic a seamless transition between sites. CMS Content migration will be handled by the State Bar of Texas Website team, they will determine what content is to be migrated, updated or removed.

PROJECT CONSTRAINTS

- **Timeline:**

This project is scheduled to be presented at our 2025 Annual Meeting on June 19, 2025. To meet this deadline, we require delivery of the WordPress templates by April 11, 2025, to allow the IT team time to integrate style sheets into the ColdFusion site and the Website team to load content into WordPress. If this delivery date cannot be met, please provide an alternative timeline for when the project can be delivered.

- **State Bar of Texas Resources:**

Team	Personnel
Website	Teri Rodriguez
Website	Joanna Herzik
Website	Patricia McConnico
Communications	Lowell Brown
IT	Ryan Wagner
IT	Craig Chapman

PURPOSE:

We are looking for responses to the requirements, delivery date and pricing so that we can evaluate each of the final vendors selected. Once we have evaluated all responses, we will make our selection and notify vendors as quickly as possible.

Please also include:

- **Best and final pricing:** including all fees associated with the full scope of the project.
- **Contract terms and conditions.**
- **References:** Provide a minimum of three (3) references to which the vendor has provided services similar to those set forth in this request for proposals. The references must include the name, address, contact person, telephone number, email address, the services provided by vendor, and the dates those services were performed.

Please provide your proposals by 4 p.m. January 15th 2025, to Ann Nunez (ann.nunez@texasbar.com) with CC: to Craig Chapman (cchapman@texasbar.com) by Email only.

REQUIREMENTS				
Req#	Requirement	Can Provide	Cannot Provide	Comments
DESIGN				
1	Homepage: Main site landing page, including header and footers site wide. The homepage design should prioritize flexibility, allowing for seamless addition or removal of content without disrupting the overall layout or user experience. This includes responsive grid structures, modular content sections, and adaptive design elements that scale appropriately based on the content volume. (Current Site)			
2	My Bar Page: Dashboard page for members, page will live on ColdFusion site. The My Bar Page design should prioritize flexibility, allowing for seamless addition or removal of content without disrupting the overall layout or user experience. This includes responsive grid structures, modular content sections, and adaptive design elements that scale appropriately based on the content volume. (See Appendix for current dashboard)			
3	General Content Pages: Static content pages fed by WordPress CMS. Currently our site only allows for a single column layout, there is a need for more layout options and better use of the page width. (Current Site)			
4	Form Pages: Form design should include clear labels, intuitive input fields, error validation messages, and responsive layouts to ensure usability across all devices. Most forms will reside on the ColdFusion site. (Current Site)			
5	Calendar: Design needs to provide standard calendar view as well as list view. (Current Site)			
6	Member Search: Design for the member search form that allows the public and members to search for attorneys. Should have consistent look with other form pages, but be able to include additional details in a side column or other means. This page will reside on the ColdFusion site. (Current Site)			
7	Attorney Directory: Need design for attorney directory after a search is performed. The attorney directory resides on the ColdFusion site. (Current Site) directory can be seen after performing a search)			

REQUIREMENTS

Req#	Requirement	Can Provide	Cannot Provide	Comments				
8	Attorney Profile: Design to display public information about the attorney. This page will reside on the ColdFusion site. (Current Site)							
9	Login Page: Design login page for members. This page will live on the ColdFusion site. (Current Site)							
10	Microsites: The microsites are small self-contained sites within the main site. Design a landing page and single content page that have their own look but remain visually consistent with the overall website theme. (Current Site)							
11	Legal Vendors Pages: Microsite for vendor advertisement. Design a landing page and directory style page that has its own look but remains visually consistent with the overall website theme. (Current Site) (Preferred Format)							
12	Blog Page: Design blog pages to replace existing Texas Bar Blogs. (Current Site)							
13	Bar Journal Home Page: Design the page to function as a standalone news homepage, blending dramatic visual elements with a mix of blog and news content for a dynamic and engaging presentation. (Current Site)							
14	Navigation: Design a simplified and well organized navigation. Examples of navigations styles preferred: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">https://www.calbar.ca.gov/</td> </tr> <tr> <td style="padding: 2px;">https://www.cobar.org/</td> </tr> <tr> <td style="padding: 2px;">https://nysba.org/</td> </tr> <tr> <td style="padding: 2px;">https://www.tba.org/</td> </tr> </table>	https://www.calbar.ca.gov/	https://www.cobar.org/	https://nysba.org/	https://www.tba.org/			
https://www.calbar.ca.gov/								
https://www.cobar.org/								
https://nysba.org/								
https://www.tba.org/								
15	Public Content Toggle: Explore a method to distinguish public content from member-specific content, making it easier for both audiences to find relevant information. The ISBA site achieves this by using 'For the Public' and 'For Lawyers' toggle buttons in the header. (ISBA Site)							
16	Search: Design simple attorney search from WordPress site that can pass variables (first name, last name, company) to ColdFusion API to process search request.							
17	Site Seach: Search designed to search all content of Texasbar.com that resides in the WordPress CMS.							

REQUIREMENTS

Req#	Requirement	Can Provide	Cannot Provide	Comments
18	Google Ad Manager: The new design must incorporate the existing advertisement placements from Texasbar.com. This includes designated spaces for a top leaderboard, bottom leaderboard, skyscraper, medium rectangle, and small rectangle ads. For mobile views, the design should accommodate small rectangle and small leaderboard ad formats.			
19	SEO: Properly managing 301 redirects is crucial during the transition to the new WordPress site. Utilizing WordPress plugins to handle these redirects is essential for ensuring a seamless user experience and maintaining SEO integrity.			
20	Member Login: Login button that resides in the header that simply redirects the member to the ColdFusion login page.			
21	URL Structure: The website must support the creation and management of vanity URLs, allowing for short, user-friendly, and easily memorable links that redirect to specific pages or content.			
22	Accessibility: Aim to achieve Web Content Accessibility Guidelines (WCAG) 2 Level AA compliance using a tool such as Userway or an equivalent solution.			
23	Cookie Consent: Ability to accept or decline cookies on website per GDPR compliance.			

SECTION 6. DEVIATION FORM

***All Deviations to Any Portions of This RFP and the Sample Contract
Must Be Noted on This Form and Included in any Proposal***

All proposed deviations by the vendor to the specifications and terms and conditions of this RFP and provisions of the Sample Contract must be noted on this Deviation Form. In the absence of any entry on this Deviation Form, the vendor assures the State Bar of its full agreement and compliance with all specifications and terms and conditions of this RFP, and all provisions of the Sample Contract. This Deviation Form must be signed by a representative of the vendor who is duly authorized to contractually bind the vendor.

RFP DEVIATIONS		
Section Number	Page Number	Deviation

SAMPLE CONTRACT DEVIATIONS		
Section Number	Page Number	Deviation

Vendor: _____

By: _____

Date: _____

Name:

Title:

SECTION 7. CERTIFICATION AND SIGNATURE PAGE

This submission of proposal in response to the State Bar of Texas RFP Reference No. 2025-Website Redesign is guaranteed as an irrevocable offer commencing on the deadline date for submission of proposals and continuing for a period of ninety days.

By signing this document, Vendor agrees to provide the items and services described in its proposal and certifies as follows:

1. That all terms and conditions listed in or made a part of this RFP, including this document, will be met.

2. That Vendor has not given, offered to give, nor intends to give at any time any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, service or other inducement to a public servant in connection with the submitted offer.

3. That no employee of the State Bar has a direct interest in the proceeds from any contract awarded as a result of this RFP, and that no employee of the State Bar is related within the second degree of consanguinity or affinity to anyone who has a direct interest in the proceeds of any contract awarded as a result of this RFP.

4. That Vendor, its owner(s), officers, directors, or personnel have not been employed by the State Bar at any time within the two years preceding the submission of Vendor’s proposal except as noted below:

Name	Dates of Employment with the State Bar	Position Held at the State Bar	Annual Rate of Compensation at Termination of Employment

5. That Vendor and its principals are eligible to participate in this transaction under all laws and regulations of any federal, state, or local governmental body or agency.

6. That Vendor is not currently delinquent in the payment of any franchise tax owed to the State of Texas.

7. That Vendor and its principals are not eligible to receive the specified payment under Tex. Family Code Section 231.006 (relating to child support) and that any contract awarded pursuant to this RFP may be terminated and/or payment may be withheld if such certification is inaccurate.

8. That neither Vendor nor its principals have been found guilty of unfair business practices in a judicial, state, or federal agency proceeding during the year immediately preceding the submission of Vendor's proposal.

9. That neither Vendor nor its principals, nor anyone acting on their behalf, has violated state or federal antitrust laws.

10. That Vendor has disclosed to the State Bar any existing or potential conflict of interest relative to the performance of this contract, and that failure to make such disclosure will be grounds for termination of any contract awarded pursuant to this RFP.

11. That Vendor nor anyone acting on its behalf have communicated its bid or proposal pursuant to this RFP directly or indirectly to any competitor or any other person engaged in providing the same or similar services provided by Vendor.

Vendor:

Name of Company

Number & Street Address

_____, _____
City State Zip Code

Telephone Number

Email Address

By my signature, I represent that I am duly authorized to legally and contractually bind the vendor named above.

By: _____
Signature

Name: _____
(Typed or printed)

Title: _____
(Typed or printed)