

# State Bar of Texas – Website Redesign RFP Questions

Friday, January 10, 2025

| Question  | Response   |
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| <p><b>Req #5 - Calendar</b><br/>For the Calendar on the site. Is that to be built on WordPress, or will the calendar page be a ColdFusion page? We notice that some of the event details links require a user to login to the CLE website, so we were just curious if that would be managed in ColdFusion or if it would be preferred to post the events to WordPress?</p>  | <p>Yes, the calendar should be built on the WordPress site, and all event posts will be managed within WordPress.</p>  |
| <p><b>Req #6 - Member Search &amp; Directory</b><br/>Is there a desire to convert this to more of a search + directory layout, where it will initially show an unfiltered list of attorneys and there will be a sidebar to filter down or search? Or will this really just be a modernization of the current functionality based on the brand standards of the full redesign? I know there's an internal deadline at play, so I wasn't sure if there was an opportunity to improve this functionality or if y'all just want a face lift on this portion of the CF site.</p> | <p>The member search is one of the most used features of our site by the public. We currently have over 115,000 attorney members so loading all those records and filtering them down would be untenable. We are just looking to modernize the look of the search and to match the style of the WordPress site.</p>                              |
| <p><b>Req #12 &amp; #13 - Blog &amp; Bar Journal</b><br/>Sounds like the Bar Journal page will be the new "Listing" page for the Texas Bar blog posts + news publications. Is that correct? We don't want a blog listing page + a duplicative bar journal listing page? We'd have one "home" to house that content in a dynamic way?</p>  | <p>Yes, we would want to have one "home" page for both. Something like what you would see on a news site.</p>  |
| <p><b>Req #16 - Search</b><br/>Will we be provided the API requirements (submission action and endpoint) for the attorney search? We are assuming the search will be a simple form like the current homepage form that just sends users to the directory based on their input?</p>  | <p>Yes, the API endpoint will be provided. We are only looking to duplicate the simple search that is already on our site that allows a search by First Name, Last Name, and Law Firm. It can be as simple as passing URL parameters to the API for example:<br/>texasbar.com/APIendpoint?FirstName=John&amp;LastName=Doe&amp;Firm=JonDoeLaw</p> |
| <p><b>Content Migration Scope:</b> Can you clarify the expected collaboration on content migration? Will the State Bar's team handle all migration, or will we provide assistance in structuring or tagging content?</p>  | <p>The State Bar's website team will handle all migration of content from the existing CMS to the new WordPress site. The ultimate goal of this project is to make content easier to find. We would like assistance with structuring the navigation to accomplish this goal.</p>   |

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| <p><b>ColdFusion Integration:</b> Could you provide more technical details about the ColdFusion platform? Are there any existing API connections or custom development considerations that we should be aware of for seamless WordPress integration?</p> | <p>The existing ColdFusion site is developed and maintained by the State Bar's IT department. It will house the Member Search and the attorney's dashboard behind the login. The only integration needed from the WordPress site is passing search parameters to a ColdFusion API. Outside of the simple attorney search from the WordPress site to the ColdFusion site, there are no other integrations to consider.</p>  |
| <p><b>Search Functionality:</b> What are the specific requirements for integrating the attorney search function with ColdFusion's API? Are there existing documentation or examples for API use?</p>   | <p>We are only looking to duplicate the simple search that is already on our site that allows a search by First Name, Last Name, and Law Firm. It can be as simple as passing URL parameters to the API for example: <code>texasbar.com/APIendpoint?FirstName=John&amp;LastName=Doe&amp;Firm=JonDoeLaw</code></p>  |
| <p><b>User Roles and Permissions:</b> Will the WordPress CMS require different levels of access for contributors, editors, and administrators? Should we design user interfaces accordingly?</p>   | <p>There will be only two access levels: Editor permission will be assigned to the website team and Administrator permissions will be assigned to the IT team. We are not sure if different interfaces are necessary at this point, but you can add that as an optional item.</p>  |
| <p><b>Microsites:</b> Could you elaborate on the number of microsites and their unique requirements? Do they need dedicated features beyond visual consistency?</p>  | <p>Our microsites are a smaller, standalone web experience within the main website, designed to focus on a specific purpose, campaign, product, or audience. Here is the list of current microsites to give you an idea of the number we currently have. As you can see, for the most part they all have the same look, but it provides us with a means to organize information differently than our general content. The only features they currently have is a way to navigate to content via a dropdown, but we are open to other ideas of navigating to information quickly.</p> <p><a href="https://www.texasbar.com/cdr">https://www.texasbar.com/cdr</a><br/> <a href="https://www.texasbar.com/memberbenefits">https://www.texasbar.com/memberbenefits</a><br/> <a href="https://www.texasbar.com/pec">https://www.texasbar.com/pec</a><br/> <a href="https://www.texasbar.com/legalvendors">https://www.texasbar.com/legalvendors</a><br/> <a href="https://www.texasbar.com/rulesvote">https://www.texasbar.com/rulesvote</a><br/> <a href="https://www.texasbar.com/succession">https://www.texasbar.com/succession</a></p> |
| <p><b>Navigation Preferences:</b> Are there specific pain points with the current navigation that should be addressed in the redesign?</p>   | <p>The general feedback about our site is that it is impossible to find information users are looking for. Part of that has to do with the integrated Google search that returns dead links that have been indexed and information not relevant to the search. The current navigation is too complex because we are trying to provide information for the Public and for Members. We want help with streamlining the</p>   |

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|  | <p>navigation with better organization and siloing the information with a "For the Public" and "For Lawyers" toggle like the Illinois Bar Association (<a href="http://isba.org">isba.org</a>) does to make it easier for both audiences to find relevant information.</p>  |
| <p><b>WCAG 2.0 Implementation:</b> Are there specific accessibility tools or solutions the State Bar prefers, or should we propose its own recommendations?</p>  | <p>We do not have any accessibility tool preferences, and we are open to recommendations.</p>   |
| <p><b>GDPR Compliance:</b> Is the primary focus on GDPR or are there additional compliance standards (e.g., CCPA) that must be addressed?</p>  | <p>We are primarily focused on GDPR, with a focus on allowing users to accept or decline cookies.</p>   |
| <p><b>Review Process:</b> What is the expected review and approval process for design mockups, templates, and functionality? How many stakeholders will provide feedback?</p>                                    | <p>When design mockups are delivered, the State Bar team outlined in the RFP will review designs and provide feedback to the vendor. Once the State Bar team comes to a consensus on the selected design. The team will then present the preferred design to the Executive Director for final approval. The IT Director will communicate back to the vendor the design that was selected. There could be up to 8 stakeholders providing feedback, but all feedback will be consolidated and delivered to the vendor by the IT Director.</p> |
| <p><b>Training Needs:</b> Beyond documentation and videos, would the State Bar team benefit from live training sessions or workshops on managing the WordPress CMS?</p>  | <p>Yes, our website team that is responsible for managing content is new to WordPress. You can list training as an optional item in your proposal.</p>  |
| <p><b>Post-Launch Support:</b> Are there any expectations for ongoing support or maintenance after the website redesign is complete?</p>   | <p>There would be an expectation for support for some period post launch to iron out any issues there might be. We typically look for a week to two weeks of support with a predefined bucket of hours post launch. After that, there is no expectation of support. The website team will manage the content, and the IT team will maintain the server and WordPress configuration.</p>   |
| <p><b>Will data need to be shared between WordPress and ColdFusion?</b></p> <p>- For example, will WordPress need to pull data (like the Member Search or Attorney Directory) from ColdFusion or vice versa?</p> | <p>WordPress will not need to pull any data from or communicate with ColdFusion. The only "integrations" will be sending search parameters for the attorney search to the ColdFusion API.</p>   |

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| <p>- If so, who will be responsible for writing the code for this?</p> <p>- Do they have a preferred method (e.g., APIs, webhooks, or a specific integration framework) for how WordPress and ColdFusion should communicate?</p>  |   |
| <p><b>WordPress Theme Development:</b></p> <p>- Will the WordPress site need to incorporate any custom post types or taxonomies, and if so, who will provide the requirements for those?</p>  | <p>We don't anticipate needing any custom post types outside of the standard offerings in WordPress. As for custom taxonomies, the standard Categories and Tags should ensure that related content is easy to find.</p>   |
| <p><b>Content Editing and Maintenance:</b></p> <p>- Will your team be making edits or managing content on the WordPress site themselves?</p> <p>- If yes, do they require specific areas of the site to be editable through the WordPress admin dashboard?</p>          | <p>Yes, our website team will be managing content on the WordPress site. As we are new to WordPress, I'm not sure if we need access to certain areas of the site to be editable from the Dashboard. If that is a recommendation, then we will consider it but as of now that's not a requirement.</p> |
| <p><b>Technical Support:</b></p> <p>- Will your technical team provide documentation, APIs, or other resources to assist with the integration?</p> <p>- If issues arise during the integration, who will handle troubleshooting—my firm or your team?</p>               | <p>Yes, the IT team will provide documentation, access to the API and our full resources to assist. If issues arise, the IT team will troubleshoot. As stated earlier, this should be a very simple process.</p>  |
| <p><b>Page 5 / Section A: Deadline for Questions</b></p> <p>What is the process if additional questions arise after this first round of answers or if questions from the first round are not sufficiently answered? Will additional rounds of questions be allowed?</p> | <p>There are no rounds of questions, we respond as they arrive. We will take questions up until 12pm on January 15<sup>th</sup> to allow you to meet the deadline. We try to respond as quickly as possible to all questions.</p>   |
| <p><b>Page 5 / Section B: Submission Deadline</b></p> <p>Can the proposal deadline be extended to allow DIR agencies at least two (2) full weeks to respond after questions are answered?</p>   | <p>Unfortunately, we cannot extend our deadline. We will respond quickly and if our response was not clear we will be happy to respond again to give you as much direction as possible.</p>   |

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| <p><b>Page 10 / “CMS Content migration will be handled by the State Bar of Texas website team...”</b></p> <p>Accessibility Compliance requires that the website design, WP code-layer, and content-layer (words, images, videos, etc entered into WordPress) all be compliant. As the State Bar staff will be loading content, is it fair to assume that the selected agency is not responsible for any accessibility issues that arise during State Bar content entry/migration?</p>   | <p>Correct, our website team is responsible for the content compliance.</p>   |
| <p><b>Page 10 / Project Constraints / Timeline - “project is scheduled to be presented at our 2025 Annual Meeting on June 19” and “require delivery of the WordPress templates by April 11...”</b></p> <p><b>Having the entire project planned, designed, built, and tested (correctly) in ~2 months is not feasible/realistic.</b></p> <p>Would State Bar be open to having all the project strategy, wireframes, and template design comps completed by June instead? This would provide adequate time to plan things correctly and also allow the State Bar something to present production-ready visuals of the new State Bar experience.</p> | <p>We are aware our timeline is very aggressive and that is the reason we left the timeline open for vendors to tell us what they think is realistic for them to deliver a successful project. A project timeline outlining milestone deliverables will help us gauge what a vendor can deliver by the June 19<sup>th</sup> date, be it a full project or production-ready visuals. Ultimately, we want this project to be successful.</p>  |
| <p><b>Page 10 / Project Constraints / Resources</b></p> <p>Why are the personnel listed as constraints? Will finding a time when all are available to meet/review things be challenging?</p> <p>Is it understood that delays on the State Bar side (e.g., scheduling, deliverables, approvals, etc.) will impact the project delivery schedule?</p> <p>What is the expected turnaround time of review/approvals from the State Bar team? Ex: 24 hours, 2-3 days, 5 days/business week, etc.</p>   | <p>Personnel are listed as constraints because not all staff from IT and communications will be involved. You will have the full attention of the team listed in the RFP and finding time to meet will not be an issue. Also, our priority is to turn around decisions as fast as possible, so this project moves quickly.</p> <p>We understand that delays by the State Bar’s will impact the project schedule, but as stated earlier this project will have the team’s full attention.</p> <p>Turnaround time will realistically be 2-3 days, some of the final decisions about design direction that need to</p> |

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|  | <p>be approved by executive could take up to 5 days due to scheduling conflicts.</p>  |
| <p><b>Page 10 / Purpose / Best &amp; Final Pricing</b></p> <p>To help save both DIR Agency’s &amp; State Bar team time - will you please disclose what budget (or “not to exceed” budget) has been allocated for the project?</p> <p>If new information and/or requirements are discovered/provided after the project starts, will the selected DIR Agency be allowed to update its pricing estimates?</p> <p>In most cases, the final list of software/plugins may not be known until after the initial discovery is completed or during development. Will the selected DIR agency have the ability to provide State Bar with any additional expenses that arise along the way OR give State Bar the ability to directly purchase any additional plugins along the way?</p> | <p>We do not disclose the project budget in the RFP process. Please understand that we have completed two other redesign projects in the past 15 years and understand what a project like this should cost.</p> <p>If new requirements are discovered after the project starts, we will request the cost of this change request. If both parties agree to move forward with the change request, the project budget will be increased to cover the cost of the change.</p> <p>The selected vendor will have the ability to suggest additional expenses or plugins, but those expenses must first be approved by the State Bar. Any changes will be added to the project as a change request.</p> |
| <p><b>Page 11 / Requirements</b></p> <p><b>ColdFusion Templates -</b></p> <p>What kind of deliverable is State Bar expecting?</p> <p>Would design comp/prototype + HTML + CSS be sufficient?</p> <p><b>2. My Bar Page</b></p> <p>The noted Appendix of the current dashboard was not included. Can State Bar please provide?</p> <p><b>6/7. Member &amp; Attorney Directory Search Results</b></p>   | <p>As it relates to the ColdFusion templates, we would be looking for prototype, HTML and CSS.</p> <p>Apologies for the exclusion of Appendix A, a screenshot of the current My Bar Page dashboard has been included at the end of this document.</p> <p>Yes, a template for the Search Results is needed.</p> <p><b>In our opinion, there is no need to customize the Issues home page or the Issues Article Pages.</b></p> <p>Issues Home Page - Organization of content by issue (not listed in RFP)</p>   |

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| <p>Is it safe to assume that a Template for the Search Results is also needed?</p> <p><b>13. Bar Journal Home Page</b></p> <p>Please confirm the requirements here as it looks like this section needs to be able to support the following:</p> <p>Bar Journal Home Page</p> <p>Issues Home Page - Organization of content by issue (not listed in RFP)</p> <p>Issue Article Pages (not listed in RFP)</p> <p>Would the State Bar team like a WordPress tool to easily build and manage issues?</p> | <p>Each issue will link to its respective TOC which in turn will link to a content page no different than any other content page.</p> <p>Issue Article Pages (not listed in RFP)</p> <p>Each "article" page will be created as a content page no different than any other content page.</p> <p>Would the State Bar team like a WordPress tool to easily build and manage issues?</p> <p>We would say no, based on my feedback above.</p> |
| <p><b>14. Navigation</b></p> <p>Is State Bar looking for recommendations on how to re-architect the website or simply looking for an improved look/feel of the current architecture?</p>  | <p>Yes, we are looking for recommendations on how to streamline navigation/re-architect the content and improve look/feel.</p>   |
| <p><b>General Questions:</b></p> <p>How many DIR-approved agencies were invited to bid?</p> <p>How many DIR-approved agencies have submitted questions?</p> <p>Google Translate is currently installed on the site. Are localization/translation tools required as part of the project?</p>   | <p>We are only aware of one DIR approved vendor that was invited to bid.</p> <p>One DIR-approved vendor has submitted questions.</p> <p>Yes, Google Translate or similar tool will be required in this project.</p>  |

Better Content Management:

What kind of content on the site will change the most frequently?

Where would a custom content management tool be helpful to streamline ongoing content changes?

Asked another way, where do libraries of similar/standardized content currently exist?

Ex: News, Press, Legal Vendors, Staff, FAQs

The most frequently updated content on our site is news and publications, events, home page and services provided to members and public.

While not required, we could see a use for a content management tool like Search and Replace Everything for major updates across the site, SEO tools to analyze and optimize content before publishing. Currently content modeling is limited to:

- For the Public – information that public commonly search for
- For Lawyers – information and tasks that attorney members seek
- About Us – who we are, what we do and services we provide
- News and Publications – content that is created and curated by our communications division
- Access to Justice – services and fundraising for underserved Texans
- Events – calendar and major conferences



# Welcome, Jane



**JANE DOE JR.**

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**Texas Bar College Member**

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### MCLE Hours Due

Total (Including Ethics) \_\_\_\_\_  
Ethics \_\_\_\_\_

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Total Amount Owed \_\_\_\_\_ \$0.00

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### Advertising Review

Submit and manage applications

[VIEW/SUBMIT ADVERTISING](#)

### State Bar Dues and State Fees

Dues \_\_\_\_\_ \$0.00  
Penalties \_\_\_\_\_ \$0.00  
Legal Services Fee \_\_\_\_\_ \$0.00  
Total \_\_\_\_\_ \$0.00  
Suggested ATJ Cont. \_\_\_\_\_ \$150.00  
Total with ATJ contribution \_\_\_\_\_ \$150.00

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