

# Strategic Communications Consulting

## Request for Proposal: Questions & Responses

April 29, 2013

- 1. Please elaborate on what services you would want from the winning bidder as it relates to item A.3.b on page 2 - Examination and improvements to the State Bar's disciplinary system? What specific communication services are required?**

*There is an ongoing debate regarding how the structure of the legal professions self-regulation protects both the profession and the public. Serving the legal profession and protecting the public are not disparate goals; each is served by effective attorney discipline systems. The debate is structural; it involves allocation of the investigative, prosecutorial, and adjudicative functions within discipline systems among the judiciary, the public, and organized bar associations. Points at issue include whether self-regulation adequately protects the public, whether public protection measures such as public participation adequately protect innocent attorneys, and which participants in the system are most fit to make these decisions.*

- 2. What are the budget parameters for these services and who is the public relations firm that works for the State Bar currently?**

*Our current budget does not exceed \$75,000 annually based on the existing contract with Ross Communications.*

- 3. Are there any specific circumstances or reasons that the State Bar issued the RFP for strategic communications at this time?**

*Strategic communication is an on ongoing need for any organization. The State Bar wants its communication programs to be responsive to its constituent relationships. What's more, communication programs should transform those relationships through careful communication research, analysis, planning, coordination, implementation, management, monitoring and evaluation.*

- 4. Has the State Bar commissioned previously any research among its constituencies which would be assistive in the response to the RFP and, if so, can it be shared?**

*In December 2011 the State Bar conducted a demographic survey of its membership [Summary of Results of 2011 State Bar Member Survey](#)*

- 5. Are there other non-proprietary questions which have been submitted by other prospective bidders, along with answers to those respective queries from the State Bar, which can be shared with us?**

*All questions have been publically posted on this sight. See previous QA dated 4/17/13.*

- 6. Is there an incumbent or is this a first-time RFP? If there is an incumbent, does the State Bar know if they will be bidding on this work?**

*See question 2 above. The RFP offering for the new contract term is a public offering and open to all interested parties.*