

The State Bar of California

REQUEST FOR INFORMATION



This document is a Request for Information (“RFI”) for the development of educational material for the Diversity/Elimination of Bias Project and other related services.

The State Bar of California is seeking to encourage innovative approaches by qualified providers to meet important program objectives. This RFI is non-binding. The State Bar will have no obligations under it and no contract will be awarded based on it. A response to the RFI is optional and not a requirement of any subsequent procurement. Responses may be used to structure a Request for Proposals (“RFP”), which may serve as the basis of a contract award. If the State Bar decides to issue an RFP, the RFP will be distributed to all respondents to this RFI in addition to other public business opportunity postings.

I. INTRODUCTION

The State Bar of California (“the State Bar”) created in 1927 by the Legislature and adopted into the California Constitution in 1960, is a public corporation within the judicial branch of state government. The primary purpose of the State Bar is to serve as an administrative adjunct to the California Supreme Court in all matters pertaining to the admission, discipline, and regulation of California lawyers. The State Bar Act and California court rules vest in the State Bar the duty to regulate the legal profession, formulate and elevate educational and professional standards, raise the quality of legal services, advance the science of jurisprudence, and aid in the improvement of the administration of justice.

The State Bar is a unified, or integrated bar, and membership is mandatory for all attorneys who are licensed to practice law in the state. In addition to its mandated licensing and disciplinary and certification functions, the State Bar offers a number of other programs designed to assist, educate and protect its members and the public. The State Bar’s programs are financed primarily by fees paid by attorneys and applicants to practice law. The State Bar has over 230,000 members, making it the largest unified state bar in the country. The State Bar has offices located in Los Angeles and San Francisco. For more than 80 years, The State Bar of California has shaped the development of the law, regulated the professional conduct of the state’s lawyers and provided greater access to the justice system for all citizens. More information about the organization can be found at <http://www.calbar.ca.gov/AboutUs.aspx>.

II. BACKGROUND

The State Bar's mission includes contributing to the administration of justice on behalf of the people of California. In support of this mission, the Bar's vision includes "a justice system reflective of the diversity of the State it serves" and the strategic goals include: "undertaking activities to enhance the diversity of the legal profession to eliminate bias in the practice of law".

One of the key vehicles for achieving this goal is through educational programming designed to illustrate instances of bias and ways to overcome and eliminate bias in the practice of law. Practicing attorneys are required to participate in elimination of bias programming to maintain their active status.

This Diversity/Elimination of Bias Video Project has been identified as an effective vehicle for educating attorneys about the biases faced by diverse attorneys in various practice settings and to provide an opportunity to discuss creative strategies for the elimination of bias in the practice of law. Although traditionally presented as a video-based form of education, other formats and/or delivery methods will be considered.

III. PROJECT CONCEPT

The project could ideally involve the production and distribution of 30-minute, professional quality video program(s) depicting the biases faced by attorneys from diverse backgrounds, for example, providing real-life examples of the subtle biases and ongoing stereotypes faced in the work/office setting, courtroom, and other areas of practice. The video would use dramatic vignettes depicting scenarios in which bias and stereotypes continue to hinder the hiring and advancement of attorneys based on race, gender, disability and/or sexual orientation.

In order to satisfy the one-hour educational requirement (1 unit Elimination of Bias MCLE credit), the video would need to provide the basis for ongoing dialogue and discussion about the various scenarios, their implications and how to address the various issues raised. This RFI seeks input for the creation of a series of comprehensive 1-hour education programs involving 30-minutes of video segments, with 30 minutes of discussion. Each 1-hour segment would address one of the biases faced by the diversity constituent groups: ethnic minority attorneys; women attorneys; LGBT attorneys, or attorneys with disabilities. A manual of supporting materials will also be produced as a resource to assist the "trainers" showing the video and for reference by participants.

IV. OBJECTIVES

The State Bar wishes to explore the engagement of a professional producer/production team with significant expertise and experience in production of videos designed to educate professional audiences as follows:

- A. Production of from 1 to 4, 30-minute each videos including a series of vignettes designed to educate members of the legal profession and other diversity stakeholders about biases faced by attorneys from diverse backgrounds in the practice of law.
- B. Production of written trainer and participant materials to accompany the video(s) as teaching tools to engage program participants in meaningful dialogue re the video vignettes and ways to address the instances of bias depicted on the videos.

V. RESPONSE ADMINISTRATION

The submission requirements for this RFI are set forth below.

A. Responses Requested

1. Provide information on the level of expertise needed to produce the video(s), training and other materials suggested.
2. Provide recommendations for the production of a single 30-minute video, or multiple 30-minute video produced in tandem (i.e. economies of scale issues and potential savings of producing in pairs).
3. Planning details and rough cost estimates for the various stages of production including: initial research, script consultation/writing, hiring and direction of actors, shooting schedules/locations, production crew size and logistics, taping and post production, reproduction/distribution options, and development and production of written training materials.
4. Suggested timeline schedule for each production.
5. Any other information or suggestions you may have in providing services designed to meet the stated project goals.

B. Questions Regarding the RFI

Questions regarding the RFI may be addressed in writing to Lauren Calton at lauren.calton@calbar.ca.gov.

C. Addenda

The State Bar may modify the RFI prior to the date fixed for submission by posting, mailing, emailing or faxing an addendum to the bidders known to be interested in submitting a response.

D. Responses Due

Please submit 6 copies of your proposal submit your proposal, no later than 4 p.m. on June 22, 2012 to:

The State Bar of California
180 Howard Street
San Francisco, CA 94105-1639

Attn: Lauren Calton
Legal Services
(415) 538-2534
lauren.calton@calbar.ca.gov

Respondents are solely responsible for all expenses associated with responding to this RFI. Responses to this RFI will not be returned. Unless otherwise required by law, the State Bar will treat as confidential those confidential materials clearly marked as such. The State Bar reserves the right to cancel or reissue this RFI, or to change the time for response or any other term of the RFI without obligation or liability.