

Board of Governors Agenda Item November 700
Attachment V
TASK FORCE REPORT AND RECOMMENDATIONS
Re “Find A Lawyer” Function to State Bar’s Website

No.	Date	Name, Title and Affiliation Of Staff	DOCUMENT	Comments
1.	10-16-08	Judy Johnson, Executive Director	Responses to ECLA’s Sept. 17, 2008 Letter	Discussion regarding policy concern that FAL creates a conflict of interest and staff response to design recommendations.
2.	10-29-08	Rodney Low, Program Developer OLSAFP	Executive Summary of Report and Recommendations of Task Force from October 22 and October 27 Meeting.	Vote tally on Resolutions
3.	10-22-08	Stuart Forsyth, President ECLA	Stuart Forsyth’s Concurrent Notes from Task Force Meeting of 10-22-08	For Comparison
4.	10-27-08	Stuart Forsyth, President ECLA	Stuart Forsyth’s Concurrent Notes from Task Force Meeting of 10-27-08	For Comparison



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THE STATE BAR OF CALIFORNIA

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TO: Board Members James Penrod, Chair, Angela Davis, Richard Frankel, Paul Kramer, Patricia White, and Public Member Stuart Forsyth (“Find a Lawyer” Task Force)

FROM: Judy Johnson, Executive Director

DATE: October 16, 2008

RE: Responses to ECLA and Legal Services Program Recommendations

Executive Summary:

The State Bar’s “Find a Lawyer” Task Force was appointed by former President Jeffrey Bleich to address concerns raised by ECLA about the propriety, scope, and design of the proposed “Find A Lawyer” feature that would create a searchable State Bar membership database. As a result of Task Force meetings, State Bar staff agreed to make modifications to feature more prominently the Certified LRS’s and to distinguish clearly between the attorney’s official state bar record and any additional information provided by the attorney. Staff modifications to the draft pages were presented to the Task Force, which requested additional changes to further highlight the LRS’s and to further emphasize the distinction between the official and voluntary attorney information, with stronger disclaimer language to be provided through the Office of General Counsel.

The revised pages were circulated to ECLA and all Certified LRS’s. A live informational demonstration was made to the full Board of Governors on September 24, 2008.

Staff held a focus group presentation on October 10th to select legal services providers to obtain their input and feedback, which is outlined in this summary.

On October 17th staff will demonstrate the latest version of the Consumer Information/Attorney Search features (“Find A Lawyer”) to LRS representatives attending the ABA’s National LRIS Conference. Should comments be received during this meeting, they will be filtered to the Task Force.

In response to the latest design modifications, ECLA has commented further in its most recent communication of September 17, 2008 (see attachment #1), continuing to raise “design-related” issues that really go to the heart of the entire proposal rather than just the “look and feel” of the web pages. Instead of focusing on design, staff recommends that the Task Force first address the fundamental policy questions raised since answering these policy questions also effectively addresses ECLA’s “design suggestions.” The policy issues are:

Policy Question #1: Is there a “conflict” between the State Bar’s oversight role in the certification of lawyer referral services and its proposed operation of the “Find A Lawyer” feature? The State Bar believes no legal conflict exists as the Bar is statutorily authorized to provide such services.

Policy Question #2: To create a searchable database, members would have to voluntarily post information about themselves and their practices on the bar’s website. Should the bar allow members to post information that the State Bar cannot and does not independently verify?

Policy Question #3: Should the State Bar’s searchable database be easily accessible to users?

Staff Response re ECLA Recommendations:

Staff offers the following responses first to the policy issues listed above and then to the specific recommendations in ECLA’s September 17th letter.

Policy Question #1: Conflict of Interest Issues: The State Bar believes that there is no legal conflict of interest with the State Bar’s operation of “Find A Lawyer.” As noted in the draft Board agenda item on this issue (see attachment #2), the State Bar is expressly authorized to engage in activities that “may advance the professional interests of the members of the State Bar.” (Cal. Bus & Prof. Code, § 6031, subd. (a).) Board direction to pursue non-dues revenue is also permitted and supported by statute (Cal. Bus. & Prof. Code §§ 6001(g) and 6140.9). Non-dues revenue funds, in part, the mandatory Lawyer Assistance Program (LAP), the member call center, and the California Bar Foundation’s scholarship program. The decision to implement the “Find A Lawyer” feature is, therefore, a policy matter within the Board’s authority.

It has been suggested that the attorney search function is a de facto lawyer referral service. It is not. By definition, a lawyer referral service is one that screens callers for the legal issues involved and attempts to match the caller with an attorney with the appropriate experience. This further requires screening an attorney and verifying his or her experience. The proposed function does neither. In an effort to eliminate any perception of partiality, however, staff is considering revising the Lawyer Referral Service Rules to remove the Board from consideration of petitions challenging denials or revocations of LRS certifications and placing this review authority in the State Bar Court.

Policy Question #2: Member posting of unverified information: This too is a policy issue. Critics argue that posting member practice descriptions with links to firm web pages and members’ professional bios or resumes are “advertising” that ought not be allowed on the State Bar’s website. They contend that only information that the State Bar can independently verify should be permitted on the website. A fundamental assumption of those who oppose allowing members to augment their profile is that lawyers will lie, misrepresent or exaggerate to the

detriment of consumers who will assume, despite disclaimers, that all information on the bar's website is accurate and verified. This assumption ignores the fact that our current member profiles include information that the State Bar does not currently validate before posting. Members currently provide the following information not independently verified by the bar:

- Office addresses
- Office telephone and fax numbers
- Email addresses
- Law firm names
- MCLE compliance
- Admission in other jurisdictions

Additional attorney-submitted but confidential information:

- Date of Birth
- Place of Birth
- Social Security Number
- Fee Scaling Eligibility (subject to audit)

The members provide all of this information without verification. Errors are detected and corrected only when they are brought to our attention. We currently audit one percent (1%) of membership each year for MCLE compliance. But we take the word of the 99% percent of the membership that yearly attest to their compliance.

In order to reduce the potential for attorneys submitting false or misleading information, staff suggests that the information proffered by attorneys for their profiles be submitted under penalty of perjury.

Policy Question #3: Ease of access / navigation: This question really goes to the ease of consumer access to "Find A Lawyer." If ECLA's navigation suggestions are followed, consumers will be forced to the LRS home page first, before they can access the enhanced attorney search functions. The State Bar staff recommends rejecting the ECLA design suggestions, as they would result in barriers to easy consumer use of the "Find A Lawyer" features. Navigation barriers that frustrate and discourage consumer use will also make it less likely that State Bar members will participate and provide valuable profile information necessary for a modern membership database.

Specific Staff Commentary re: ECLA Recommendations:

ECLA Recommendation #1: The "Find a Lawyer" button on the home page (page 2 of the September 10th design) should link to an LRS home page, which should explain the advantages of LRS and allow selection of a California county to display the LRS programs therein in random or rotating order.

Staff disagrees. This would effectively bypass the attorney search function. With 12 million hits annually, the attorney search function is the most-used feature on our website. Additionally, an effective web site does not "force" users to navigate information channels that they are not specifically seeking in order to get to the information they *are* seeking. There are various ways to provide additional information, but there should be a logical path to the information that the user is seeking. We agree that LRS programs should be displayed in "random or rotating order" and we will implement that feature.

ECLA Recommendation #2: A new button, entitled “Check the Status of a Lawyer” should be added to the home page (page 2 of the September 10th design), which should link to the current mechanism for checking on the status of a California lawyer by name or State Bar number.

Staff disagrees. This would be an inaccurate substitute for the attorney search function and is therefore inappropriate. Further, editorial control of the State Bar’s web site is handled by our Web Editorial Advisory Committee that is responsible for determining all web content and placement. They will be advised of this suggestion, but they will retain discretion for the final design. (It is also unnecessary if the current design remains as proposed.)

ECLA Recommendation #3: The search for a random list of six lawyers by Zip Code, practice area, or other criteria should be an option that is reached only after display of the LRS programs in a county (#1 above). This should use a term other than “Find a Lawyer,” such as “Directory” or “Search.”

Staff disagrees. See #1 above. If such a restriction were imposed, it would make it harder for consumers to use “Find A Lawyer,” which would in turn discourage lawyer participation. While there is no current plan to charge lawyers a subscription fee for participation, this restriction would effectively preclude such a fee. We have already agreed that we will use another name for this program.

ECLA Recommendation #4: Page 6 of the September 10th redesign should be eliminated.

Staff disagrees. Again, routing users through the LRS pages sets up barriers to users that have already made the choice to bypass the LRS option when they choose “Find A Lawyer.” This effectively makes the user pay a price in time and energy to use “Find A Lawyer.” Such barriers will drive consumers to other more user-friendly online directories that are run by for-profit entities. Please note that the Santa Clara County Bar Association site is similar to what we propose --the LRS option is on the same page as the advanced attorney search. See attachment #3 from www.sccbba.com. Note that, while objecting to our use of the name “Find A Lawyer,” this is exactly what the Santa Clara County Bar Association calls its online directory. Consumers are told “Need a lawyer?: Find one your way. Two ways to Find A Lawyer.” Consumers are given a choice: use the SCCBA’s online directory or its LRS. Why shouldn’t consumers using our website be given the same right to choose?

ECLA Recommendation #5: Throughout the website, the term “State Bar certified lawyer referral service” should be used instead of just “lawyer referral service” or “certified lawyer referral service.”

Staff agrees. We will make the change. Revision of LRS language will be made consistent with recommendations in ECLA Recommendations #7 (easily understood and readable language re benefits of certified LRS’s).

ECLA Recommendation #6: The LRS menu category should be visible on all secondary pages of the web site, on the horizontal navigation menu, the left side navigation menu or some other clearly visible position of the web pages.

Staff disagrees. Again, editorial control of the State Bar's web site is handled by our Web Editorial Advisory Committee that is responsible for determining all web content and placement. To the extent that this recommendation (suggesting embedding the LRS option/hyperlink in each of the attorney search pages) is appropriate, staff will make additional related design decisions.

ECLA Recommendation #7: All information re LRS should be presented in short, bulleted sentences or phrases that are easily understood and readable by the public.

Staff agrees. We will make the changes.

ECLA Recommendation #8: The disclaimer on the page of information furnished by the attorney (page 12 of the September 10th design) should be more strongly worded and displayed in bolder and larger font. Wording should be used similar to that crafted for the terms of use of the search function (page 8 of the September 10th design), specifically that "the State Bar cannot guarantee the truthfulness or accuracy of this information." There is room for such a larger, clearer disclaimer beneath the map.

Staff agrees to enlarge the font (and keep it bolded). The disclaimer is very strong, written by our outside counsel and has a specific caution to the effect that putting up misleading information is subject to discipline. We have not shown the full disclaimer because we do not want to invite a "group write" of the disclaimer. The precise disclaimer language for both consumers and attorney members will be drafted by Office of General Counsel and will be their work product. Attorney members will be strongly admonished regarding the consequences of providing false or misleading information in their profiles. Further, attorneys will submit profile copy and text accompanied by a Declaration, averring that the information is submitted under penalty of perjury.

ECLA Recommendation #9: The terms of use that the public must agree to before using the search function (page 8 of the September 10th design) are lengthy and hard to read. Because many people simply agree to terms of use without actually reading them, this page should be separated into two: (1) a disclaimer page with larger, bolder and clearer disclaimers that the information in the profile is not prepared by, reviewed by, or verified by the State Bar and the State Bar cannot guarantee its truthfulness or accuracy, and (2) a terms of use page that includes acknowledgement of awareness of the disclaimers.

The disclaimer will be enlarged and kept bold. Otherwise, the disclaimer will be kept as it is currently drafted and designed.

ECLA Recommendation #10: While there has been an expressed desire by the State Bar to provide further support for certified lawyer referral services, the nature and details of that support should be fleshed out. Perhaps some of it should appear on the new public information website. We are happy to share our ideas and get information about what might help.

While staff is happy to dialogue re: support, technical assistance, and program development for certified LRS's, staff disagrees that this information should appear on the website. This is programmatic information about the bar's general support for the

LRS's that is communicated to the LRS's via specific meetings, through the listserv or directly to an affected LRS. Nevertheless, support in the nature of promoting the use of State Bar certified LRS's will be clear through the use of the attorney search functions. There will be continuing guidance to the LRS homepage and information re: the use and benefits of LRS's through video ads. Also there will be a reminder, when users are advancing through pages of attorneys listed through the attorney search, that if they use an LRS, they can receive assistance by consulting with an LRS telephone counselor.

We agree that it's important to flesh out the details of "Find A Lawyer," and feel it's important to keep the big picture in mind. There is widespread attorney advertising on the Internet and a plethora of online attorney directories run by for-profit entities. (NOTE that Bob Shapiro's Legal Zoom just got certified as an LRS and runs ad nightly on CNN.) If the State Bar fails to adopt a "Find A Lawyer" model, we will cede the ground to for-profit companies that will seize this opportunity to market their online lawyer directories. Those directories will not feature the LRS's as we propose to do.

SUMMARY OF LEGAL SERVICES BRIEFING:

Staff convened a small group of Legal Services representatives on Friday, October 10, 2008, to share the current version of the Consumer Information and Attorney Search Site. Legal services programs were aware of the proposed site from the prior ECLA and LRS communications. The programs have expressed concerns re the potential negative impact on State Bar Certified LRS's and their perception that any change would result in reduced revenue flowing to legal services, pro bono and diversity programs. This was an opportunity to provide a firsthand presentation of the current version of the proposed site and to solicit feedback on the Attorney Search Function, as well as the Consumer Information features.

Participants:

Legal Services Representatives: Robert Capistrano (LAAC Vice President, Bay Area Legal Aid), Leslie Alexander (LAAC), Linda Kim (PIC), Tiela Chalmers (BASF-VLSP), Elizabeth Hom (ACBA-VLSC)

Staff: Gary Clarke, Cathy Schoenfeld, Patricia Lee, Stephanie Choy, Rodney Low, Theresa Mesa, and Christy White (temp) (Sharon Ngim attended part of the discussion)

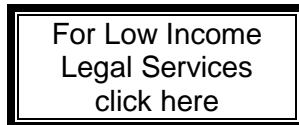
Following the demonstration of the latest version of the Consumer Information/Attorney Search website, the following Comments/Recommendations were offered by the Legal Services Representatives.

CONSUMER INFORMATION PAGES:

Legal Services Recommendation #1: Coordinate with existing sites to avoid duplication and to facilitate consumer access and minimize website navigation. Legal services representatives were concerned that the consumer information on the State Bar site was duplicative of LawHelpCalifornia resources. We explained that our site is a vehicle for linking consumers to existing resources, which includes LawHelpCalifornia **and other key consumer sites and resources.** Moreover, the State Bar has generated its own resources that need to be featured on our site. It makes sense for us to offer this information and to have the links on our site, given the volume of consumers accessing the State Bar website and who may not be aware of the LawHelpCalifornia or other key consumer sites and resources.

Staff Recommendations:

LawHelpCalifornia link: To facilitate linking to LawHelpCalifornia, we suggest adding a button prominently featured on the home page that says:



This button would immediately direct consumers unable to afford an attorney to the LawHelpCalifornia site and low-income legal services resources, rather than have consumers navigating the LRS and Attorney Search sites for services they cannot afford.

Additional placement of low income button/option: We also propose that this button appear on the Attorney Search Page (the one with the four boxes) and that the "low income services" choice appear as part of the menu going across the top of key pages. To illustrate, the sample button has been added to the slides that will be shown at the Task Force meeting.

Poverty Guidelines/ Financial Eligibility for free legal services: We suggest that the low income eligibility guidelines be featured on the State Bar site, so consumers will know if they are eligible for free legal services. The guidelines are included on the LawHelpCalifornia site, but consumers have to drill down to find them. Listing on the State Bar site would facilitate consumer guidance re: eligibility for low-income services. To illustrate, the reference to the financial eligibility guidelines has been added to the slides that will be shown at the Task Force meeting.

ATTORNEY SEARCH FUNCTIONS:

Legal Services Recommendation #2: Minimize potential negative impact on LRS's by channeling consumers directly to the State Bar Certified LRS listings: This is basically the recommendation offered by ECLA. During the discussion, comments emerged suggesting that if a consumer could not be assisted through the LRS and legal services network, we should not have to provide the consumer with the option to return to the State Bar Attorney Search pages, as the consumer probably does not have a viable legal claim or question.

Staff Recommendation: See responses above to ECLA recommendation. Also, we do not agree that consumers should be left without options.

Legal Services Recommendation #3: The legal services representatives also suggested that consumers could be directed to those counties with viable, "robust" LRS's, capable of responding to consumer needs. Under this approach, it would be up to the State Bar to create the criteria for determining which LRS's would be included in this select LRS listing.

Staff Recommendation: We also disagree with this approach. All LRS's certified by the State Bar have met the minimum standards for operation and enjoy equal status. It would not be appropriate for the State Bar, as the certifying entity, to distinguish between certified LRS's or to recommend one certified LRS over another.

Additional Considerations from Staff following the meeting:

Need to Address Modest Means options: Following the discussion it became evident to staff that the LawHelpCalifornia and the Attorney Search options were addressing low income and regular consumers -- consumers on both ends of the financial eligibility spectrum. Given the disparate needs and economic situations of moderate income consumers, we need to identify modest means services, both through the State Bar Certified LRS's and through the individual attorney profiles.

Staff Recommendations:

Modest means information should be added to the certified LRS descriptions and to the voluntary information provided in the Attorney Profiles: Categories could be added for Modest Means/Sliding Fees, Unbundled Services, etc. To illustrate, the reference to the modest means information has been added to the slides that will be shown at the Task Force meeting.

Subsequent to this meeting, individual letters were received from legal services program directors commenting on "Find A Lawyer" (see attachment 4).

Find A Lawyer Task Force

Executive Summary of October 22 and 27, 2008 Meetings State Bar of California

Attendees:

Task Force members:

Jim Penrod, Chair
Angela Davis
Stuart Forsyth
Richard Frankel
Paul Kramer
Patti White

Guests (at 10/22/08 Meeting only):

Leslie Alexander, LAAC
Dan Burkhardt, ED of BASF
Siobhan Waldron, PIC
Carol Woods, BASF LRIS

State Bar Staff

Judy Johnson, Executive Director
Cynthia Abramov, OGC
Starr Babcock, Executive Staff
Gary Clarke, CIO
Tricia Horan, SE
Patricia Lee, OLSAFP
Rodney Low, OLSAFP
Carol Madeja, OLSAFP
Mark Torres-Gil, OG

Discussion of Policy Issues:

1. Conflict of Interest:

Task Force Chair, Jim Penrod, stated that based on conversations with counsel, there is no legal conflict between the State Bar's regulatory role and permitting lawyer advertising on its website.

Discussion:

A lengthy discussion followed regarding the State Bar's role, particularly regarding its statutory duty in regulating attorneys and certifying lawyer referral services, as well as its relationship with the voluntary local bars. Consensus was there was no legal conflict, but a perception of conflict.

2. Posting of Unverified Information

Discussion followed regarding the inclusion of unverified information regarding an attorney's practice and the potential benefit to consumers in making an informed choice versus the potential risk of harm due to false or misleading information. The main concern focused on what appeared to be allowing attorneys to "advertise" by submitting unverified information regarding themselves and their practices.

In order to move the discussion forward, the following motion was made:

The Task Force moved to proceed with FAL, but to eliminate the attorney-advertising component. (Terms constituting “attorney advertising” are discussed further.)

Motion passed unanimously: Move forward with project, but eliminate “attorney advertising.”

A Second Motion was Proposed: Include Weblinks to attorneys’ websites, with interrupt page clearly indicating that user was leaving the State Bar’s webpage:

Without further discussion:

Motion passes, 3 to 2.

In favor: Angela Davis, Paul Kramer, and Richard Frankel

Opposed: Patti White and Stuart Forsyth

A Third Motion was proposed: Include Self-Designated Areas of Practice.

Vote on the motion to allow attorneys to provide self-designated areas of practice, provided the information was submitted under penalty of perjury and subject to discipline if false and/or misleading:

Motion Passes, 3 to 2.

In Favor: Paul Kramer, Patti White, Angela Davis.

Opposed: Richard Frankel and Stuart Forsyth.

Conclusion:

Recommend to the full board that this project go forward, but modify the attorney advertising portion of the profile to delete the narrative box, include Certified Legal Specialization, if any, Section Membership, if any, links to the attorney’s website, if any, and self-designated areas of practice.

The Task Force was reconvened by Conference Call on October 27, 2008, to clarify and refine the decisions passed on October 22, 2008.

Addendum

There were additional elements of the proposed “Attorney Profile” that had not been clearly included and decided upon in the motions presented on

October 22. Therefore, these items were discussed in a conference call on Monday, October 27. After a brief discussion, the following motions were discussed and voted upon:

Motion: Publish only the following information on the website:

- Official regulatory information that is already displayed on the State Bar's website
- Certified legal specialization(s), if any
- Section membership(s), if any
- Self-designated areas of practice, accompanied by information explaining the significance of the self-designation (as distinguished from certified specialty or section membership) as well as guidance on how to evaluate a lawyer's experience [this material to be accessible on the profile page], and that information is submitted under penalty of perjury and subject to discipline if false and/or misleading
- A link to the attorney's website, if any, with an interrupt page indicating that the user is leaving the State Bar's website
- A photograph

Motion passes 3 to 2

In favor: Stuart Forsyth, Dick Frankel, Patti White

Opposed: Angela Davis and Paul Kramer

(It was understood that the legal specializations, section memberships and self-designated areas of practice would be searchable.)

New Motion: Include language(s) spoken in the office as a searchable data point

Motion failed 2 to 3

In favor: Angela Davis and Paul Kramer

Opposed: Stuart Forsyth, Dick Frankel, and Patti White

New Motion: Display language(s) spoken in the office on the attorney's profile page, but not as a searchable data point

Motion passes 4 to 1

In favor: Angela Davis, Dick Frankel, Paul Kramer and Patti White

Opposed: Stuart Forsyth

Conclusion: Information regarding languages spoken in the attorney's office will be included on the attorney profile page, but not as a searchable data point.

**STATE BAR OF CALIFORNIA
FIND A LAWYER TASK FORCE**

October 22, 2008

San Francisco

- Introductions and Opening Remarks
 - Guests
 - Dan Burkhardt, BASF
 - Carol Woods, BASF LRS
 - ?, PIC
 - Leslie Alexander
 - Chair's remarks
 - Will probably call it something other than Find a Lawyer, e.g., "Attorney Search"
- Discussion of Policy and Design Issues
 - Conflict of Interest
 - Patti White
 - There is a perceived conflict of interest
 - Issues
 - Section membership
 - Certification
 - Self-designated practice areas
 - No advertising component
 - Motions
 - Patti White: Eliminate the attorney advertising component of the project
 - Eliminate narrative (profile)
 - Include
 - Photograph
 - Section membership
 - Specialization
 - APPROVED unanimously
 - Dick Frankel: Include link to attorney's web page, provided it is clear that the user is leaving the State Bar's website
 - APPROVED 3 to 2
 - Paul Kramer: Include self-designated areas of practice w/ declaration under penalty of perjury & subject to discipline
 - APPROVED 3 to 2
- Guest Comments
 - Dan Burkhardt
 - Low ability of any disclaimer to eliminate any risk to SB
 - Public Interest Clearing House

- Put in links to lawhelpcalifornia.org
- Leslie Alexander
 - Make LRS appear as the first result of a search
 - Click to go to LRS programs in the county
 - Let LRS programs have ideas about and want to comment on design
- Gary Clarke
 - First 6 months will be marketing to attorneys to get them to build their profile
 - Can't go to the public until we get a critical mass, e.g., 30,000 attorneys
 - Measure traffic on website, including referrals to LRS programs, as it is deployed
- Task Force Recommendation to Board for consideration at the November 21, 2008 Board Meeting
 - [see three motions above]
- Next Steps
 - Move forward and seek Board approval, based on the Task Force's recommendation
 - Defer further discussion of design issues pending action by the Board

**STATE BAR OF CALIFORNIA
FIND A LAWYER TASK FORCE**

October 27, 2008

Conference Call

- Chair
 - An issue has arisen regarding interpretation of the Task Force's actions at its meeting on October 22nd.
 - The issue involves how much information is to be available on the website.
- Discussion
 - Patti White—
 - When I moved that self-designated practice areas be included, I meant only that and nothing else
 - I thought the website would include only the official information that the State Bar already displays, a link to the attorney's website, specialization, sections, areas of practice and a photograph
 - I did not think it would display additional information such as languages spoken, size of firm, accepting credit cards, accepting new clients, free consultations, etc.
 - Judy Johnson—But that additional information has always been included in the draft and is important
 - Dick Frankel—We do not want to compete with LRS programs by providing all that additional information
 - Patti White—An attorney can display all that information (and more) on his or her website, to which we are linking
 - Dick Frankel—Any additional information provided should not be searchable
 - Judy Johnson—Language(s) spoken is the most important additional data point
 - Angela Davis—I thought we put some protections around the “self designation” of practice areas: they will be accompanied by information explaining the significance of the self-designation (as distinguished from certified specialty or section membership) as well as guidance on how to evaluate a lawyer's experience, and that this material will be accessible on the profile page. (Task Force concurred.)
- Motions
 - Stuart Forsyth: Publish only the following information on the website:
 - Official regulatory information that is already displayed on the State Bar's website
 - Certified legal specialization(s), if any
 - Section membership(s), if any
 - Self-designated areas of practice, accompanied by information explaining the significance of the self-designation (as distinguished

from certified specialty or section membership) as well as guidance on how to evaluate a lawyer's experience [this material to be accessible on the profile page]

- A link to the attorney's website, if any, with an interrupt page indicating that the user is leaving the State Bar's website
 - A picture
 - APPROVED 3 to 2
- Angela Davis: Include language(s) spoken in the office as a searchable data point
 - FAILED 2 to 3
 - Paul Kramer: Display language(s) spoken in the office on the attorney's profile page, but not as a searchable data point
 - APPROVED 4 to 1