



State Law Resources
Scope of Work
Website Redesign

State Law Resources, Inc., (SLR) is an international network of independent law firms. Our network helps businesses, trade associations and public policy coalitions navigate the complex and time-consuming process of managing both legal issues and state government relations. In the United States, SLR membership consists one firm from each state and the District of Columbia. Every firm has a state capital presence. Firms are selected for their experience in government relations and administrative and regulatory law at the state and national level.

SLR member firms are selected for demonstrated abilities in handling administrative, regulatory and government relations issues as well as other business-oriented issues. Our goal is to ensure that each client gets the right help in the right place, as quickly as possible.

I. A site that is visually appealing and organized intuitively

- a. Look should be clean and professional
- b. Should be easily navigable
- c. Ensure that all pages are optimized for search engines and multiple platforms including mobile and tablets
- d. Optimize pages and code for the fastest possible load time

II. Home Page

- a. Navigation Bar including the following links: About SLR, Members, Practice Groups, News & Events, Contact Us
- b. Ability to search for the membership by Firm and Individual Name, Practice Area, or Location
- c. Membership Login for Members Only Section
- d. What SLR is

- e. News and Legal Alerts
- f. Member Spotlight
- g. Link to SLR's Social Media Channels
- h. Embed SLR Twitter Feed
 - i. Would like to have a list of SLR member feeds running on website

III. Membership Directory

- a. Should be able to search by Company Name, Location, Member Name, and Capabilities of Law Firm

IV. About SLR

- a. Should have the following links: Our mission, Board of Directors, Member Firms, Contact Us
 - i. The Board of Directors page should show images of the Board of Directors with links to the individual directors
 - ii. The Member Firms section will need to be an interactive map showing where the membership is located

V. Members

- a. Needs to include an interactive map showing where the membership located

VI. Practice Groups

- a. The Practice Groups page should list the three available groups:
 - i. Energy Environment and Natural Resources,
 - ii. Insurance
 - iii. Government Contracts and Procurement
 - 1. Practice Group pages need to link to members who practice in the area
 - 2. Member page needs to have a photo of the member, and links to their page and their firm's page

VII. News and Events

- a. Pull in information from three sections of the website: Member Firm News, Legal Alerts, and Meetings.

VIII. Contact Us

- a. Have the SLR contact information
- b. List SLR Staff with pictures and links to email

IX. Members Only

- a. The members only section currently includes: the SLR News Bulletin, Practice Group Info and News, Meeting Information, Meeting Photos, Business Development Materials, and a Resources page.
 - i. SLR News Bulletin includes archived information from SLR Newsletters
 - ii. Practice Group News and Info includes links from the Practice Groups
 - 1. Energy Environment & Natural Resources
 - 2. Insurance
 - 3. Government Contracts and Procurement
 - iii. Meetings should include all upcoming meeting information

1. Registration Form
2. Hotel Reservation Form
3. Sample Meeting Agenda
4. Optional Activities Registration Form
- iv. Meeting Photos includes all Meeting Photos
- v. Business Development Materials (ability to upload pdf, word docs and excel)
 1. SLR Membership Directory
 2. Learning to leverage your firm's membership in SLR
 3. SLR Client List (Confidential)
 4. Fall 2016 Referral Report
 5. SLR Referrals
 6. Practice Group Materials
 7. SLR PowerPoint Presentation
 8. SLR Logos
 9. State Law Tool Kit
- vi. Resources
 1. Link to LexisONE Legal Journal Directory
 2. Link to Regulations.gov
 3. Link to State and Local Government on the Net
 4. Link to Resource for Service Contract Law and Regulation
 5. Link to State Government Affairs Council
 6. Other external resources to be provided
- b. Ensure that the members only section is secure and all form submissions are encrypted

X. Additional Pages / Information

- a. Event Registration Page
 - i. Needs to capture the following information:
 1. Firm Name
 2. Firm Address
 3. First Attendee, Additional Attendee(s), Family or Guest, Marketing Director
 4. Individual Name
 5. Optional Activities
 6. Total the Amount Due and create an invoice
- b. Universal Member Client List in Searchable Form
 - i. The ability to search a client list that we have on the website in an excel form
- c. Enable administrators to send personalized target or broadcast emails (including attachments) to profiles in the database that meet any set of criteria.
 1. Information regarding events
 2. Set preferred email addresses for users or administrators.
 3. Save time and comply with regulations via automatic "unsubscribe" functionality

4. Track message history, read rates, bounces and other stats via detailed reports.
5. Ability to put the membership into groups, and email only that group ie Practice Groups and Committees
 - a. Give membership access to one click email access
- d. Allow the membership to update their own firm information
 - i. Would need individual passwords
 - ii. Must have password resetting functionality
 - iii. Would need to implement a review process before the update goes live.
- e. Secure Login
 - i. Login required to access Members Only section of the website
 - ii. Must have password resetting functionality
 - iii. User should be able to “stay logged in”