

**ADVANCEMENT & IMPROVEMENT COMMITTEE
MEETING AGENDA**

State Bar of Arizona
4201 N. 24th Street, Suite 100
Phoenix, Arizona 85016

December 18, 2024

2:30 p.m.

Virtual and In-Person (SBA Office, Board of Governors Room)

General inquiries call: Committee Liaison – Taylor Tasler, 602-340-7257

Members of the public may attend the meeting in-person.

For any item listed on the agenda, the Committee may vote to go into Executive Session pursuant to the State Bar’s Public Meetings Policy. The order of the agenda items may change at the discretion of the chairman.

Meeting Agenda

CALL TO ORDER

Barry Wong

1. **Roll Call** **Barry Wong**
2. **Approval of Amended 10/29 & 11/20 Minutes**
3. **State Bar of Arizona (SBA) Website, Proposed Restructuring and Redesign**
 - State Bar of Arizona IT and Communications team responds to Committee members inquiries on website development technical issues, including data.
 - **Speakers:** Lori Maxwell, Chief Information Officer. Nick Gustin, Director of Project Management. Aaron Shelby, Director of Application Development. Joe Hengemuehler, Chief Communications Officer.
 - Committee member discussion on website improvements.
4. **Other Advancement and Improvement Issues, Priorities**
 - Committee member discussion

CALL TO THE PUBLIC

Barry Wong

ADJOURN

Barry Wong

Website improvements:

Summary:

Navigation and Design Overhaul:

- Simplify the navigation schema:
 - Place popular links prominently in the upper left/top navigation bar.
 - Eliminate the half-page revolving homepage ad to free up space.
 - Organize links logically or alphabetically on public and professional pages.
- Improve website aesthetics (layout, font, colors) for a modern look and better mobile usability.
- Optimize attorney search features, ensuring accuracy and functionality.

Mobile-Friendly Features:

- Prioritize a fast-loading, easy-to-navigate mobile site to engage younger attorneys and members accessing on-the-go.

Transparency and Content Accuracy:

- Overhaul the “**Check Professional Discipline**” and “**Legal Help**” sections:
 - Improve labeling for clarity and ensure listings accurately reflect practice areas.
 - Limit attorneys to selecting 1-5 areas of practice to avoid overbroad claims.
- Ensure reports, minutes, and calendars are updated and posted on time.
- Remove dead links and outdated content.

Improved User Functionality:

- Add buttons on the welcome page for immediate access to attorney search and MCLE tracking.
- Revamp the “Find a Lawyer” page to stabilize search results and improve comparison features.

Content Organization:

- Streamline sections like CLE to focus on relevant, practice-oriented content rather than out-of-town conference ads.
- Reorganize "For the Public" and "For Professionals" sections for clarity and efficiency.
- Address the Bar's role clearly for both attorneys and the public.

- **Sandra Etherton**

- The website needs a navigational and aesthetic overhaul, except that the logo can be retained.
- The navigation schema needs to be completely changed. See p. 49, question 37c data. For example:
 - A. The most popular links should be in the upper left hand or top nav bar(s), not buried below the fold or centered between other links.
 - B. Eliminate the half-page revolving ad on the homepage to free up space for navigation.
 - C. Alphabetize or find some logical order for nav links on public and professionals pages.

- The aesthetics (layout, font, colors) need to be changed, in part to indicate that the nav has been overhauled. See p. 50, question 37d data. Makes changes will help make the page more mobile friendly. The attorney search feature, at least, needs to be optimized for mobile viewing. See p. 50, question 37e and 37f data.
- The “check professional discipline” and “Legal Help - Need a lawyer” needs an overhaul
 - A. The “check professional discipline” needs to be labeled more accurately. For example, when I asked for the discipline history via the link for a certain lawyer, I got pushback from the Bar asking why I wanted to know. So, being a lawyer, I pushed back and said that it’s public info and why does the Bar need to know why I’m asking. Need transparency here.
 - B. The “check professional discipline” and “Legal Help - Need a lawyer” attorney listing needs to accurately state the " Areas Of Law” for a given practitioner. For example, as I mentioned in the first AIC meeting there are several lawyers claiming to practice patent prosecution who are not registered patent attorneys and therefore simply cannot practice patent prosecution. As another example, there are lawyers who claim to practice every area of law from A-Z, and we know they cannot be competent in all areas of law. Two ideas to fix this problem are to:
 - Limit the attorney to a choice of 1-5 areas of law from a set menu of general fields of law, similar to section names
 - Make it an ethics violation to state areas of law you do not currently practice in – the 1-5 areas can be updated whenever the attorney wants to
 - C. Revamp the “find a lawyer” page so that the results aren’t revolving after a person checks a lawyer’s bio. It’s frustrating to do a search, drill down, and then try to compare to another lawyer when the order of the search results has changed. Change the search fields to more useful criteria.
- The “public meeting” page needs to show all public meetings in calendar format. Until last month it showed only the Public Meeting of the Board of Legal Specialization, so I realize someone’s already improving this. Need to be able to search the calendar.
- Reports and minutes need to be posted in a timely fashion for the Bar, committees, and sections. Need to set a time deadline for what is timely. Several annual reports posted on the website are more than 2yrs old.
 - A. Dead and null links need to be removed. See for example the left and right arrows on the home page which lead to null pages.
 - B. Get rid of the AI Lee Gull. Useless and embarrassing = low-value.
- **Bijal Patel-Weintraub**
 - A mobile friendly site should be high priority. Most members, particularly younger attorneys use their phones to quickly access information on the go. Accordingly a mobile site with fast load times, easily navigable and a good user interface would likely improve member engagement amongst the large number of attorneys who prefer mobile access.
- **Jim O’Sullivan**
 - Add buttons on the Bar website welcome page that would allow Members to login and immediately proceed to either the attorney search or MCLE tracking pages, without having to otherwise navigate the menus.
- **Joan Bundy**
 - Vastly improved website including much quicker page loading times, much improved navigation and much more robust attorney search engine. Also it needs to be made uber clear (with a link on the home page) how to file a fee-dispute claim against an attorney versus an ethics complaint and the difference between the two.
- **Lina Alvarez**
 - The CLE section emphasis is not on nuts & bolts issues but on trips/out of town CLE conferences. It feels more like advertising than improving your legal practice or finding relevant CLEs quickly.

- All the sections feel “noisy.” A lot is going on, categories could be better/more succinctly organized. The “for the public” section feels the same as the “for legal professionals” section. Neither one is particularly user-friendly because you still have to click around quite a bit to get to what you need, especially re: CLE hours, filing your certificate etc. It feels like it was designed by people who don’t use it.
- Looking at the website alone, I understand that attorneys or the public might wonder exactly what the role of the Bar is. No cohesive message for either section is apparent. Most consumers/clients coming to the State Bar page are there because they have a problem. Immediately addressing what role the Bar plays & the process would be more helpful. This is especially true given the new roles of legal paraprofessional & Alternative Business Structures. The Bar’s job, or so I always believed, was to assist attorneys, but also to inform and protect the public.