

**Oregon State Bar
Special Open Meeting of the Board of Governors
May 24, 2012
Minutes**

The meeting was called to order by President Mitzi Naucler at 5:00 p.m. on May 24, 2012. The meeting adjourned at 5:30 p.m. Members present from the Board of Governors were Jenifer Billman, Hunter Emerick, Ann Fisher, Michael Haglund, Ethan Knight, Theresa Kohlhoff, Tom Kranovich, Steve Larson, Maureen O'Connor, Travis Prestwich and Richard Spier. Staff present were Sylvia Stevens, Helen Hirschbiel, Rod Wegener, Kay Pulju, Susan Grabe, Judith Baker and Camille Greene. Board members not present: Barbara Dilaconi, Patrick Ehlers, Michelle Garcia, Matthew Kehoe, Audrey Matsumonji and David Wade.

1. Replacement Appointment to the Client Security Fund

In the absence of Appointments Committee Chair, Barbara Dilaconi, Steve Larson presented the committee's recommendation of Ronald Atwood as replacement appointment to the Client Security Fund. Mr. Atwood's term will expire 12/30/2014.

Motion: The board voted unanimously to approve the committee motion for the appointment as recommended. **[Exhibit A]**

2. Centralized Legal Notice System

Ms. Baker provided the board with a draft business plan for the Centralized Legal Notice System. A discussion followed. The board agreed that more information would be needed before the BOG can decide whether to proceed. **[Exhibit B]**

OREGON STATE BAR

Board of Governors Agenda

Meeting Date: May 24, 2012
Memo Date: May 24, 2012
From: Barbara Dilaconi, Appointments Committee Chair
Re: Volunteer Appointments to Various Boards, Committees, and Councils

Action Recommended

Approve the following Appointments Committee recommendations.

Client Security Fund Committee

Recommendation: Ronald Atwood, member, term expires 12/30/2014

Centralized Public Notice System Projected Budget

	Startup 1st year	2nd year	3rd year	4th year	5th year	6th year
Revenue						
40,900 ads @\$80/ad	\$0	\$3,272,000	\$3,272,000	\$3,272,000	\$3,272,000	\$3,272,000
Expenses						
Startup costs (a)						
Internal (b)	97,620					
External/Out of Pocket	91,500					
Marketing	45,000					
Annual Maintenance						
External Support Costs		55,000	57,800	60,700	63,700	66,900
New personnel		90,000	94,500	99,200	104,200	109,400
Existing personnel (management) (c)		27,000	28,400	29,800	31,300	32,900
Administrative Costs		38,700	40,600	42,600	44,700	46,900
Total Expenses	234,120	210,700	221,300	232,300	243,900	256,100
Gross Revenue	(234,120)	3,061,300	3,050,700	3,039,700	3,028,100	3,015,900
Payback OSB Startup Costs		(234,120)				
Legal Aid Funding		(2,800,000)	(3,000,000)	(3,000,000)	(3,000,000)	(3,000,000)
Net Revenue	(\$234,120)	\$27,180	\$50,700	\$39,700	\$28,100	\$15,900
Accumulated Reserve	(\$234,120)	\$27,180	\$77,880	\$117,580	\$145,680	\$161,580

Notes

(a) Startup costs advanced by OSB

(b) Existing OSB IDT staff and contractors; may include using more outside contractors;
full cost allocated as this project delays OSB projects

(c) Existing OSB manager absorbing this role

Oregon Legal Notices - Project Estimate

Project Name: Oregon Legal Notices Website	Submitted for Review:	Date Approved:
Project Manager:	Project Sponsor(s): Judith Baker	Project Stakeholder(s):

Executive Summary

The goal of the Website is to facilitate publishing and access of all statutorily required legal notices, making them readily available and searchable to the public while meeting disclosure requirements, thereby creating a unified state system for all legal notices in Oregon. Revenues from posting and a subscription-based alert feature will ultimately raise funds for the Oregon Law Foundation. This project is contingent on Oregon Legislation changes to legal notice laws, so the earliest we would know if this is approved is June 2013.

Project Description

Development Needs

- Create web components to support the posting, viewing and reporting of legal notices on an online web portal.
- Interface/Functionality to search and display legal notices
- Interface/Functionality to create and post notices with ability to pay online
- Interface/Functionality to subscribe to notices with ability to pay online
- Interface to support OSB administrative functions of the site such as content management and reporting
- Integration with OSB Financial System
- User Account Administration – secure self-service method to create and maintain login credentials to create & subscribe to notices
- Notification functionality for internal and external process workflows such as an affidavit used to prove legal notice.

Additional Features & Functionality

- Digital Signature integration
- Search Engine Optimization

Project Deliverables

Proposal from Legal Interactive



Oregon_State_Bar_
Open_Records_Propo

- Complete public notice management of posting, viewing and reporting
- Powerful Apache Solr that powers many of the largest sites online that includes rich document searches, content recommendations, hit highlighting, database integration and index replication
- Fully integrated, PCI e-commerce system that allows users to pay to post notices
- Membership subscription feature that allows members to subscribe to receive notices for a fee and manage account with login credentials
- Complete Content Management system that permits OSB staff to add, delete, and edit all content
- Complete Integration with the OSB financial system
- Workflow system allows you to tailor permissions and customize workflow to your organizational needs
- Digital signature integration for all requested areas of the site (Rightsignature subscription required)
- System can handle over a million postings per year by thousands of users.
- Accessibility and Section 508 Compliance. Site meets ADA guidelines.
- Upgrades and new features are included with every subscription.
- Government-level security requirements that include Passwords that comply with Level 2 of NIST'S
- Electronic Authentication Guidelines, https is pre-configured, and CAPTCHA comes standard on all forms
- KPI Dashboard reporting system provides real-time metrics for your data.

Example Tasks to Manage Program

Example work required by new program staff may include:

- Ensure program is meeting legal requirements through defined business rules implemented by the Oregon State Bar.
- Enhance the use and adoption of the product through means of communication to the potential audience of the website.

- Act as liaison with external organizations as needed to provide expertise surrounding public notices.
- Define training and education on the processes surrounding the use the tool both internal and external users.
- Assist in customer service related tasks as they arise.
- Create and manage reports as needed for management and finance.
- Troubleshoot website and process issues and bring attention to issues as they arise.
- Manage non notice website content as needed.
- Review notification and confirmation templates as needed to provide corrections, removals and/or additions.
- Potential audit or review of posted legal notices.

Example finance staff work:

- Account Management for institutions who create multiple postings a month, rather than having to provide a credit card for every post.
- Provide assistance with exceptions that result from the large volume of transactions.
- Support the additional eCommerce feature set in Great Plains.
- Support the new OSB staff that will manage the program overall.

Project Timeline - 1 Year

Initiation & Planning stages:

- Define detailed business requirements by translating legislation into understandable business rules for the overall program and software to operate
- Define marketing and communication plan

Execution stages:

- Execution of web development activities
- Execution of marketing and communication activities
- Staff training and procedural implementation activities
- User Acceptance Testing
- Web site implementation activities
- Website and system go-live

Summary Budget

****This estimate does not cover potential Marketing costs****

Project Budget						
Internal Costs		Internal Costs		External Costs		
L1	\$ 24.00	L3	\$ 69.00	WAM	\$ 85.00	
L2	\$ 41.00	Mixed	\$ 45.00	WEB	\$ 95.00	
Internal Cost						
Resource	Tasks	Hours	Cost			
BSA & Project Manager	Manage Project, Requirements Support	520	\$	21,320.00		
Stake Holder - OSB Management	Provide Guidance and Decision Making	500	\$	34,500.00		
Stake Holder - OSB Finance	Provide Guidance and Decision Making	250	\$	17,250.00		
Project Sponsor - OLF Director	Provide Guidance and Decision Making	130	\$	8,970.00		
Developer	Assist with OSB Application Integration	100	\$	4,100.00		
System/Network Administrator	Support Solution Design	40	\$	1,640.00		
OSB Support Staff (multiple resources)	User Acceptance Testing	80	\$	3,280.00		
OSB Support Staff (multiple resources)	Documentation, Training, Communication	160	\$	6,560.00		
		Total Hours	1780			
		Total Cost	\$	97,620.00		
External Cost						
Resource or Software	Hours	Cost				
Web Site Development Costs		\$	52,000.00			
Great Plains Business Ready Licenses for eCommerce		\$	15,000.00			
Great Plains Consultant	100	\$	20,000.00			
Staff Computer Equipment		\$	4,500.00			
		Total Hours	100			
		Total Cost	\$	91,500.00		
					Total Project Cost	\$ 189,120.00
Post Production Support Costs - YEAR 1						
Description on Cost	Cost					
Enterprise Software & Database Monthly Hosting Fee - \$2700 a month	\$ 32,400.00					
Search Engine Optimization - \$679 a month	\$ 8,148.00					
Maintenance & Support Plan - \$250 a month	\$ 3,000.00					
IBM Twice Daily Web Site Backups	Included					
Hardware (Server/Drives/OS)	Included					
1 Hour Per Month Of Custom Software Programming or Requested System Updates	Included					
Software Support Maintenance - Anticipated Enhancements - a year (50 hours x \$95)	\$ 4,750.00					
Digital Signature -\$199 a month	\$ 2,388.00					
Great Plains Business Ready Licenses Maintenance Cost	\$ 4,350.00					
Total Support Costs					\$ 55,036.00	
Staff Increase a Year						
Description on Cost	Cost					
FTE 1.0 at grade 10 so \$22.00 x .35 (benefits) = \$29.70 per hour	\$ 61,776.00					
FTE .25 to manage so \$38.00 x .35 (benefits) = \$51.30 per hour	\$ 26,676.00					
FTE .5 to for Finance staff at grade 8 so \$20 x .35 (benefits) = \$27.00	\$ 28,080.00					
Total Staff Costs					\$ 116,532.00	
					Total Yearly Maintenance Co	\$ 171,568.00

Oct 2011, March & April 2012 Data on Public Notices

Publication	Values		
	Sum of Total cost	# of Runs	Cost Per Inch
Albany Democrat-Herald	\$241,652.72	293	\$43.06
Appeal Tribune (Silverton)	\$2,177.70	20	\$18.30
Argus Observer (Ontario)	\$23,023.00	143	\$13.00
Ashland Daily Tidings	\$15,362.62	55	\$20.93
Baker City Herald	\$14,399.84	100	\$11.18
Bandon Western World	\$10,480.90	61	\$16.30
Beaverton Valley Times	\$13,363.16	85	\$15.22
Blue Mtn. Eagle (John Day)	\$7,714.16	92	\$9.14
Bulletin, The (Bend)	\$1,060,873.10	1182	\$50.15
Burns Times-Herald	\$13,024.50	86	\$9.50
Canby Herald	\$317.55	4	\$10.95
Central Oregonian	\$54,757.50	290	\$10.50
Clackamas Review	\$5,302.50	48	\$10.50
Clatskanie Chief	\$7,288.75	101	\$8.33
Columbia Press	\$9,038.10	50	\$7.05
Corvallis Gazette-Times	\$168,106.24	215	\$43.06
Cottage Grove Sentinel	\$156,051.28	574	\$13.16
Creswell Chronicle	\$24,890.00	108	\$10.00
Curry Coastal Pilot (Brookings)	\$25,166.10	114	\$14.90
Curry County Reporter (Gold Beach)	\$5,162.50	45	\$8.75
Daily Astorian	\$41,073.45	187	\$17.05
Daily Journal of Commerce	\$1,899,301.56	3509	\$26.41
Douglas County News (Sutherlin)	\$0.00	7	
Drain Enterprise	\$3,361.75	66	\$4.25
East Oregonian (Pendleton)	\$17,661.07	78	\$18.97
Estacada News	\$860.08	6	\$13.32
Eugene Weekly	\$3,608.72	36	\$11.42
Grants Pass Daily Courie	\$51.52	1	\$12.88
Grants Pass Daily Courier	\$147,269.92	611	\$12.88
Headlight-Herald (Tillamook)	\$68,493.60	288	\$13.59
Hells Canyon Journal (Halfway)	\$1,190.40	24	\$6.40
Heppner Gazette-Times	\$3,960.48	72	\$5.92
Herald and News (Klamath Falls)	\$3,547.98	4	\$25.71
Herald and News (Klamath Falls)	\$241,159.80	542	\$25.71
Hermiston Herald	\$8,965.88	52	\$11.48
Hillsboro Argus	\$2,855.70	25	\$17.10
Hood River News	\$30,726.80	189	\$12.35
Jefferson Review, The	\$267,885.00	1291	\$9.00
Keizertimes	\$22,720.32	115	\$14.49
Lake County Examiner (Lakeview)	\$6,105.60	62	\$9.60
Lake Oswego Review	\$5,238.24	29	\$15.59
Lebanon Express	\$23,218.00	81	\$12.35
Madras Pioneer	\$54,096.00	238	\$10.50
Mail Tribune (Medford)	\$480,048.56	489	\$52.66
Malheur Enterprise (Vale)	\$14,334.10	111	\$7.85
Molalla Pioneer	\$700.80	13	\$10.95
Mountain Times	\$1.75	1	\$0.35
Myrtle Point Herald	\$22,180.00	127	\$10.00
New Era	\$1,747.50	9	\$11.65
Newberg Graphic	\$18,241.30	99	\$12.65
News Guard (Lincoln City)	\$42,704.00	164	\$13.60
News-Register (McMinnville)	\$45,356.80	389	\$6.40
News-Review (Roseburg)	\$352,276.21	469	\$37.07
News-Times (Forest Grove)	\$1,452.00	18	\$12.00
News-Times (Newport)	\$70,696.50	273	\$23.17
Oregonian (Portland)	\$4,351.05	15	\$26.37
Oregonian (Portland)	\$693,372.78	1934	\$26.37
Outlook (Gresham)	\$93,264.00	222	\$16.00
Pendleton Record	\$1,130.00	7	\$5.00
Polk County Itemizer-Observer	\$74,462.61	356	\$9.47
Portland Tribune	\$6,960.00	9	\$20.00
Record-Courier (Baker City)	\$13,524.00	80	\$7.00
Redmond Spokesman	\$156,747.15	394	\$19.95
Register-Guard, The (Eugene)	\$873,003.30	697	\$77.10
Rogue River Press	\$6,706.50	29	\$8.50
Sandy Post	\$4,093.77	16	\$10.47
Scio News	\$37,845.00	196	\$9.00
Seaside Signal	\$792.00	5	\$9.00
Siuslaw News (Florence)	\$10,653.68	44	\$16.34
South County Spotlight (Scappoose)	\$15,223.38	60	\$10.47
Springfield Times	\$32,371.25	180	\$11.75
St. Helens Chronicle	\$24,751.00	139	\$9.34
Statesman Journal	\$249,195.54	136	\$92.09
Stayton Mail	\$5,118.20	21	\$16.30
The Dalles Chronicle	\$56,113.75	247	\$13.75
The Nugget Newspaper (Sisters)	\$2,366.00	11	\$13.00
The Observer (La Grande)	\$41,628.30	171	\$13.83
The Sun, Sheridan	\$13,070.40	50	\$16.80
The Times (Brownsville)	\$6,305.00	27	\$13.00
The Times (Tigard)	\$65,172.04	216	\$15.22
The World (Coos Bay)	\$155,750.60	390	\$24.11
Times-Journal (Condon)	\$9,909.03	99	\$5.57
Umpqua Post (Reedsport)	\$83,798.30	257	\$16.30
Valley Herald (Milton-Freewater)	\$1,356.00	7	\$6.00
Wallowa County Chieftain (Enterprise)	\$15,472.25	86	\$9.95
West Linn Tidings	\$77,372.48	222	\$13.76
Wilsonville Spokesman	\$151.80	2	\$12.65
Woodburn Independent	\$80,226.30	255	\$12.65
Grand Total	\$8,673,501.07	19921	\$23.88

Row Labels	Values		Percentage of Whole
	# of Runs	Sum of Total cost	
Mar	6825	\$3,090,598.97	
Public	1508	\$883,570.96	28.59%
Private	5317	\$2,207,028.01	71.41%
Apr	8200	\$3,214,184.75	
Public	2179	\$379,979.29	11.82%
Private	6021	\$2,834,205.46	88.18%
Oct	4896	\$2,368,717.35	
Public	559	\$117,909.76	4.98%
Private	4337	\$2,250,807.59	95.02%
Grand Total	19921	\$8,673,501.07	

March & April 2012			
Date	(Multiple Items)		
Row Labels	Values		Percentage of Whole
	# of Runs	Sum of Total cost	
Public	3687	\$1,263,550.25	20.04%
Private	11338	\$5,041,233.47	79.96%
Grand Total	15025	\$6,304,783.72	

Oregon Law Foundation Public Notice Campaign Estimate

Submitted by WordBridge

Situation |

Oregon's Legal Aid system provides legal services for low-income clients throughout the state. A primary source of funding for the statewide network comes from Interest on Lawyer Trust Accounts (IOLTA). The current climate of low interest rates has decimated this funding source and the Oregon Law Foundation (OLF) is exploring creative ways to recover from this funding loss. They are proposing a web-based system through which public notices are delivered. Currently, public notices are published at a premium advertising rate in local newspapers.

More than just a new web tool, an online delivery system for Public Notices will:

- Ensure due process
- Increase accessibility of public notices
- Save municipalities millions of dollars each year
- Provide a stable funding source for Legal Services
- Demonstrate creative, high-level problem solving by the Oregon law community

A broad awareness campaign is critical to build awareness of the new system among the many stakeholders that utilize public notices. The campaign will showcase the benefits that stakeholders will gain by embracing and actively engaging with an online Public Notice system.

The campaign assures a transparent approach is being used to inform stakeholders and the general public about the new resource prior to its launch. It will proactively answer questions regarding why the change was made, and provides training on the new system.

The OLF anticipates strong opposition from the newspapers and some segments of the general population.

Communication Goals |

- Build **awareness** of new Public Notice website among key stakeholder audiences
- Generate **attendance** to Webinar or other trainings for the new resource
- Increase **traffic** to the online resource
- Increase number of "**transactions**" (as defined by OLF, may include entity registrations)

Target Audiences for Campaign |

- Lawyers
- Municipalities
- Financial Institutions
- School districts
- Media
- Other users of the Public Notice system

Campaign Elements |

Below is a high-level estimate for a state-wide awareness campaign estimated to start in June 2013. The length of the campaign is to be determined but is estimated to conclude in June 2014. The actual campaign cost may change based on additional deliverables agreed to between WordBridge and OLF. This estimate includes strategy development, material production (with designer as needed), account/project management and executive debriefing billed at \$90/hour for a total of \$42,900. It does not include costs for a media buy or design of paid media material.

Phase 1 Develop campaign brand	Cost for Phase 1 = \$ 10,900
Develop work plan, identify ownership of action items, agreement on calendar of deliverables	
Information download from OLF team - features, changes, resources, etc. that will be delivered through new website.	
Develop key messages for campaign by audience. This document will provide a guide for all communications created for this campaign. It's the "source of truth"	
Create initial contact piece (electronic and printed) to announce the upcoming launch of Public Notice online resource.	
Create preview flyer (electronic and printed) featuring the top-level benefits of Public Notice online resource organized by audience	
Develop e-newsletter/e-blast template specific to campaign to send through html email or email management tool (such as MailChimp or Constant Contact). This resource will highlights features of the new website and how it impacts the existing Public Notice delivery network. Answers the questions: "Why the change?" "What's in it for me?" "Why should I care?" "How does it work?" Provides updates on legislative process, implementation, etc.	
Phase 2 Features/benefits preview	Cost for Phase 2 = \$ 26,600
Write press material, deliver and perform media outreach for "preview" phase	
Develop three short (3-5 minute) website tutorials that highlight key access points and features: General overview – public, General overview - entities, Registering for an account – entities. Additional tutorials may be recommended based on TBD website functionality.	
Create and send four campaign e-newsletter/e-blasts	
Write article for OLF/Oregon Bar Association publications about the campaign	
Create project partner marketing toolkit that contains plug-and-play material including newsletter stories, text blurbs of various lengths for website and emails, graphic link-back “bug” with code for copy/paste placement.	
Design call to action to register an account on the public notice resource (for entities that will post)	
Develop presentation and script for webinar that can be delivered live and recorded for on-demand viewing.	

Phase 3 | Launch. Training opportunities and user registrations.

Cost for Phase 3 = \$ 5,400

Write, deliver and perform media outreach for "it's here" press release

Deliver partner toolkit for site promotion. Conduct outreach to partners to place stories and other elements of the "toolkit" in local communication channels.

Deliver Webinar

Work with OLF to deploy tutorials, archived webinar and other wrap-up resources as needed

Deliver templates, graphic files and final versions of all material created for campaign to OLF