



Answers to Questions: NASWA Website Revamp (Drupal Platform) RFP

Q1. What prompted NASWA to initiate this website revamp at this stage?

A:

NASWA completed the launch of its current Drupal CMS in early 2018. Since that time, the organization has grown and evolved significantly, including expansion of its work, services, and audiences. NASWA is also evolving to engage new audiences in additional arenas, including the private sector as we expand our service offerings.

This website revamp is intended to align with NASWA's ongoing evolution in brand identity, while modernizing the visual design, improving clarity and usability in high-profile areas, and better reflecting the organization's current messaging and priorities. Recent internal review efforts—including an audit and subsequent reorganization of the site's Main Menu—further highlighted opportunities to refine user journeys and presentation without requiring a wholesale re-architecture of the platform.

Q2. How will NASWA define success 6–12 months post-launch?

A:

NASWA evaluates site performance using a combination of quantitative analytics and qualitative indicators. Existing tools such as Google Analytics and Hotjar are used to measure user traffic patterns, engagement, and interaction behavior. Post-launch success is expected to be reflected in improvements across these quantitative metrics, including

increased site visits, improved ability for visitors to identify and locate relevant information, and increased time on site.

Beyond analytics, success will also be reflected in NASWA's ability to reach and engage new audiences, particularly in support of our *Partner with Us* initiative through expanded service offerings. Additionally, improving engagement and satisfaction among NASWA members is an important objective of this website upgrade, though NASWA currently lacks a formal baseline for measuring member satisfaction beyond indicators such as authenticated usage and internal page visits.

Q3. What improvements should leadership immediately notice after launch?

A:

Leadership should see clear improvements in a modern design with visual cohesion, branding, usability of the homepage and top-level landing pages, and overall clarity of navigation and messaging—particularly in high-traffic and high-visibility areas of the site.

Q4. Are there specific risks or concerns NASWA is most sensitive to?

A:

NASWA's primary concerns include staying within our budget, maintaining system stability, minimizing disruption to existing integrations and content workflows, and ensuring the redesign remains within the defined cosmetic and front-end scope. Additionally, there is information for members-only that is accessible to them by utilizing their individual login credentials. This information is sensitive and should remain private behind the login.

Q5. Is NASWA expecting a full information architecture and navigation rebuild or a refinement of the existing structure?

A:

NASWA anticipates a limited-scope refinement of the existing information architecture rather than a full rebuild. Efforts are expected to focus on refining primary and secondary navigation menus, optimizing user journeys based on key personas, and selectively reorganizing site sections where clarity or usability can be improved.

The majority of the work is expected to focus on branding and visual design, as well as high-profile areas of the site such as the Homepage, top-level Landing Pages, and Search experiences. NASWA recently completed a reorganization of the Main Menu, which should be taken into account during discovery and planning but expects additional revisions through this project as expanded user profiles are considered.

Back-end architecture and data models are expected to remain largely unchanged.

Q6. Who are the primary and secondary audiences the redesign should prioritize?

A:

NASWA serves a diverse audience that includes state workforce agency staff, government partners, vendors, other national associations and stakeholders. In addition, NASWA is looking to expand its audience and collaborate with, but not limited to, other state agencies, educational institutions, non-profits and the private sector. Discovery activities should help validate and refine key personas and user journeys within this established audience mix.

Q7. Are there known problem journeys or UX pain points?

A:

Known usability concerns brought about the recent Main Menu audit and reorganization. One pain point or challenge has been getting members to login to access content. Additional refinements are expected to be identified through discovery, analytics review, and UX analysis during the project.

Q8. Does NASWA expect vendors to conduct new user research, and will NASWA assist with identifying or recruiting users?

A:

Yes. NASWA expects the discovery and design phase to incorporate research and feedback related to key stakeholders and personas, alongside analysis of existing quantitative data such as historical Google Analytics insights. While broader questions of brand, identity, and audience positioning should involve qualitative input from NASWA internal and external stakeholders and leadership, vendors can also leverage existing analytics and institutional knowledge to inform UX decisions.

To the extent feasible, analytical data should be integrated to improve overall usability and support NASWA's communication goals. Use of an internal NASWA focus group (select staff) for research and testing should be included as part of the vendor's approach. Additionally, an external user group should be considered for additional research and testing.

Q9. Does NASWA expect messaging guidance only, or full copywriting and content rewrites?

A:

This project is expected to include messaging and structural recommendations to support

clearer navigation, user journeys, and content hierarchy. Broad, site-wide copywriting or content rewrites are not anticipated, though targeted recommendations for high-profile pages may be appropriate.

Q10. Is there appetite for content reduction or consolidation?

A:

Some removal or consolidation of existing sections or components may occur where appropriate, but no large-scale content migration or rewrite effort is expected.

Q11. Who will manage ongoing content updates post-launch?

A:

NASWA's internal Communications team will remain responsible for ongoing content creation and maintenance following launch.

Q12. How significant of a visual change is desired?

A:

The redesign is primarily focused on modernizing visual design and branding while remaining aligned with NASWA's existing identity and organizational goals. Therefore, we are expecting a very significant visual change through this effort.

Q13. Are brand guidelines and visual assets available?

A:

Yes, NASWA has an existing branding style guide, including visual assets that will be made available during discovery.

Q14. Does NASWA intend to continue using Pattern Lab or move toward Drupal Single Directory Components (SDC)?

A:

NASWA is open to and actively pursuing a transition to Drupal Single Directory Components (SDC) as part of its move toward Drupal 11 and modern design-system best practices. Pattern Lab underpins the current component ecosystem, and this project should align with the ongoing evolution toward SDC without requiring wholesale reimplementation.

Q15. Is Drupal Canvas preferred over Layout Builder?

A:

Layout Builder remains the current approach for landing pages, with an anticipated migration to Drupal Canvas as part of this refresh if it aligns with Drupal 11 compatibility and editorial improvements.

Q16. Should new components be created as part of this project?

A:

Select new components may be introduced in high-profile areas such as the Homepage

and key Landing Pages. The overall approach should prioritize refinement and reuse of existing components rather than broad expansion.

Q17. Are there specific frontend framework requirements vendors must follow?

A:

The current site uses a design system and component library driven by Pattern Lab and Twig. Any proposed work is expected to continue using a design-system-based, component-driven approach. Vendors may recommend improvements or refinements, provided they avoid unnecessary complexity or long-term maintenance overhead.

Future maintenance and extension of the site will be handled by NASWA's internal team. Solutions must be sustainable, avoid vendor lock-in, and not require specialized or proprietary skills to maintain after project completion.

Q18. Is Storybook required for component documentation?

A:

Storybook is referenced as a preferred tool for component documentation and validation. Equivalent approaches may be considered if they meet documentation and maintainability goals.

Q19. Are there known Layout Builder pain points?

A:

Some editorial complexity exists, and improvements to usability and clarity are welcome where achievable within scope.

Q20. Who is responsible for migrating or rebuilding Landing Pages and layouts?

A:

NASWA anticipates collaboration with the selected vendor to migrate or rebuild Landing Pages and component-driven layouts as needed, while preserving underlying data structures.

Q21. Will internal teams require training related to new theming practices or Drupal Canvas?

A:

NASWA has internal expertise in Drupal 11 content management and ongoing site maintenance. However, if new features or workflows are introduced—particularly related to Drupal Canvas or more complex theming or editorial functionality—limited training or knowledge transfer may be required.

Any such training would be coordinated with NASWA's Web Architect and Communications Team and should focus on practical maintainability rather than extensive formal training programs.

Q22. Who governs the design system post-launch?

A:

NASWA's internal Communications Team will retain long-term ownership and governance of the design system.

Q23. Which Salesforce-driven views and templates are in scope for redesign?

A:

There are currently two Drupal Views that render Salesforce data via the Views Remote Data module.

One View uses global table styling and may receive site-wide table style refinements. The second uses a more complex custom display and is expected to receive visual and usability enhancements.

All work is limited to front-end theming only. No changes to Salesforce integrations, data processing logic, or Views Remote Data architecture are expected.

Q24. Are there specific performance or SEO targets for this project?

A:

Performance optimization and SEO best practices should be incorporated into the redesign. While improvements should not diminish existing performance and may offer incremental gains, detailed performance benchmarks or SEO targets are not primary drivers of this engagement.

Q25. How should proposals approach AEO/GEO considerations?

A:

AEO/GEO considerations should be kept in mind as part of sound technical and structural design decisions. However, AEO/GEO are secondary goals of this project and are not high-priority drivers of scope. Vendors should not assume significant ongoing content creation related to AEO/GEO as part of this engagement.

Q26. What analytics platforms are currently used?

A:

NASWA currently uses Google Analytics and Hotjar. Some limited data is provided internally by Drupal's internal usage data module.

Q27. Is a formal accessibility audit or certification required?

A:

No. A prior accessibility audit has been completed and identified issues addressed. New development should comply with Section 508 requirements and accessibility best practices throughout design and implementation.

Q28. If backend or configuration work becomes necessary to support UX or navigation improvements, how should that work be handled?

A:

Any backend or configuration changes should be coordinated with—and in many cases executed by—NASWA's Web team, which is expected to serve as a key resource throughout the project. The internal team will assist with knowledge sharing and implementation as needed to support vendor-led UX and front-end efforts.

All work is expected to follow a feature-branch Git workflow, with pull requests reviewed and approved by NASWA. If necessary, vendor engineers may implement backend changes directly, provided those changes are clearly communicated, reviewed, and approved by NASWA's Communications leadership team and Web Architect prior to merging.

Q29. How many internal stakeholders will be involved in this project?

A:

The NASWA VP of Partnerships & Operations, the Communications Leadership Team (three people plus webmaster), and Web Architect who will collaborate throughout the project. Additionally, an internal NASWA stakeholder group (staff) will be utilized for further research and feedback on the project.

Q30. Who has final decision-making authority?

A:

Final approval authority rests with NASWA leadership, following recommendations from the VP of Partnerships & Operations, Communications team leadership, Web Architect, and internal NASWA stakeholder group.

Q31. Is there a target or fixed launch date?

A:

NASWA anticipates that the project will begin in Q3 of Fiscal Year 2026 and be completed by Q4 of Fiscal Year 2026. There are no fixed external milestones driving the schedule at this time.

Q32. Should vendors plan for a phased rollout or a single launch?

A:

NASWA is open to discussing a phased rollout approach, particularly if preparatory work must occur prior to the visual refresh. However, the overall goal of this project is likely best

served by a single, cohesive launch to production, with a consistent look and feel maintained throughout.

Q33. How heavily will pricing factor into proposal evaluation?

A:

Pricing is a significant factor in proposal evaluation. However, proposals will be evaluated holistically, balancing cost with experience, approach, demonstrated success, and overall design quality. NASWA is expecting to stay within a budget range of \$150k to \$200k for this project.

Q34. Is there an incumbent vendor expected to submit a proposal?

A:

No. There is no incumbent vendor expected to submit a proposal.

Q35. Will vendors have an opportunity to present their proposal?

A:

Yes. NASWA seeks a transparent and collaborative evaluation process and encourages direct engagement with vendors. Opportunities for virtual proposal presentations will be part of the evaluation process.

Additional Questions – Added on January 7, 2026:

Q36. Does NASWA’s current CI/CD pipeline include automated testing that would be affected by front-end changes (such as visual regression testing)? If so, what technologies and frameworks are used?

A:

Yes. NASWA uses Cypress for automated end-to-end testing, and some existing tests may be affected by front-end or theming changes introduced as part of this project. However, NASWA’s Web Architect is expected to retain ownership of these tests and will update them as needed to align with the redesigned theme and user experience.

Automated tests are not expected to block front-end development. During active development, relevant tests may be disabled on development branches as appropriate and re-enabled once updates are complete.

NASWA also uses Diffy for visual regression testing. Visual regression testing is not expected to be actively enforced during the facelift process itself. Instead, NASWA anticipates establishing new visual baselines with the redesigned theme once the facelift is complete, at which point Diffy may be reintroduced to monitor ongoing visual consistency.

Q37. Has Pattern Lab 6.1 been customized with additional plugins, patterns, or DevOps workflows (including visual regression testing or build-time extensions) that vendors should be aware of?

A.

Pattern Lab 6.1 is integrated into NASWA’s existing theme architecture and development workflow and currently serves as the foundation of the site’s design system and

component library. Relevant Sass components within the Pattern Lab directory are compiled as part of the theme build process.

Pattern Lab itself has not been customized with nonstandard plugins, proprietary extensions, or specialized DevOps workflows that vendors would need to replicate or reverse engineer.

Looking ahead, NASWA anticipates that a future theme will move away from Pattern Lab while reestablishing a design system based on Drupal Single Directory Components (SDC), potentially supported by a tool such as Storybook for visual, parallel, and asynchronous component development. Vendors should not assume they are required to work within the existing Pattern Lab workflow and are encouraged to propose approaches aligned with modern, maintainable component-based practices that support long-term sustainability by NASWA's internal team.

Additional Questions – Added on January 12, 2026:

Q38. Are there role-specific dashboards or personalized experiences that must be preserved?

A.

The NASWA site includes a general Member Dashboard with three Quicktab Blocks showing a password reset, Editable Profile and searchable Member Database (with data derived from Salesforce and rendered via a Views Display. The Views Display renders Member information conditional to the user's role. It is expected that the View Displays and Fields rendered on the Member Profile form will stay largely the same, and only the look/feel will change along with the new theme.

Q39. If a third-party system is used, how is it integrated for user accounts and renewals?

A.

Renewals are handled manually on an Ad-Hoc basis. There is currently no automation of

renewals, membership, licensing, etc. The back-end architecture of this is not expected to change and should not be subject to redesign or new architecture.

Q40. How frequently is content updated?

A.

Content is updated daily by the internal team, with frequency varying by content type. Frequently added and updated content includes Meetings, Webinars, Presentations, Documents and Landing Pages.

Q41. Can demo or staging accounts be provided?

A.

We can provide access to a Multidev/Sandbox instance of the site to those agencies who are shortlisted.

Q42. Are membership fees or other payments processed directly within Drupal or via a third-party system?

A.

The NASWA site utilizes a Drupal Commerce and a basic Product Type for Ad-Hoc payments processed through a Third-Party Payment Gateway. This is unexpected to be included as part of this web project.

Q43. How was the current website built—internally or by another vendor?

A.

The site was built internally with limited augmentation from an external vendor in 2017/2018 and has been maintained internally with very limited augmentation from a contractor.

Q44. Are there any websites you look to as good examples for navigation, content structure, or visual design?

A.

We have looked at a few such as the National Association of Realtors website but are very open to ideas.

Q45. To help us assess the maintenance needs and get a clearer picture on the site structure, could you share the following reports from the current Drupal build: Field List Report, Available Updated Report, Status Report?

A.

We will share more specific, granular data to any short-listed vendor but can provide a very high-level overview of the entities and field types used on our site:

The NASWA.org site has a robust and diverse data architecture, consisting of 14 distinct entity types. These entities utilize a total of 291 field storages that are implemented across 722 field instances.

Key Field Metrics

The following breakdown illustrates the scale of the site's field configuration:

- **Total Entity Types: 14**
- **Unique Field Types: 32**
- **Total Field Storages: 291**
- **Total Field Instances: 722**

Entity Breakdown (Primary Types)

The majority of the site's data structure is concentrated within four primary entity types:

| Entity Type | Field Storages | Field Instances |
|-----------------------|-----------------------|------------------------|
| Node (Content) | 103 | 250 |

| | | |
|----------------------|----|-----|
| Paragraphs | 54 | 129 |
| Block Content | 33 | 121 |
| User | 32 | 41 |

Common Field Types:

The site relies heavily on relational data and media, including reference and image fields:

- **Entity References:** 188 instances (the most frequent field type, used for linking content).
- **Images:** 78 instances.
- **Text with Summary:** 63 instances.
- **Links:** 57 instances.
- **Rabbit Hole:** 44 instances (likely used for access control and redirection).

Node Field Type Breakdown

The following table provides a consolidated list of every field type used within Node entities and their frequency:

| Field Type | Instances |
|-----------------------------------|------------------|
| Entity Reference | 78 |
| Image | 23 |
| Entity Reference Revisions | 23 |
| Rabbit Hole | 22 |
| Text with Summary | 21 |
| String | 17 |
| Boolean | 12 |
| Datetime | 9 |
| Link | 9 |

| | |
|-----------------------|---|
| Text Long | 7 |
| Feeds Item | 6 |
| Name | 6 |
| Daterange | 4 |
| Address | 3 |
| Email | 2 |
| Telephone | 2 |
| List String | 2 |
| FAQField | 1 |
| Layout Section | 1 |
| String Long | 1 |
| Text | 1 |

Specialized Field Types

In addition to standard text and reference fields, the site utilizes several specialized field types to support specific functionality:

- **Commerce Support:** Includes billing periods, license types, and remote IDs.
- **Structure & Layout via Layout Builder:** Includes layout_section, viewfield, and block_field.
- **Advanced Data:** Features such as address (20 instances), faqfield, and tablefield.