



**POTOMAC INSTITUTE
FOR POLICY STUDIES**

PROPOSAL · JULY 2026

Website Redesign & Digital Platform Modernization

A modern, enterprise WordPress platform that preserves decades of policy research while improving usability, performance, accessibility, and future scalability.

PREPARED FOR

Potomac Institute for Policy Studies

potomacinstitute.org

PREPARED BY

AS Creative Services

ascreativeservices.com

PREPARED BY



Creative Services

■ EXECUTIVE SUMMARY

A digital platform worthy of the research.

The Potomac Institute has built a reputation as a trusted source of science, technology, and national security policy research. Your website should reflect the same level of credibility, innovation, and accessibility.

AS Creative Services proposes the design and development of a modern, enterprise WordPress platform that will preserve decades of valuable research while improving usability, content management, performance, accessibility, and future scalability.

Rather than simply redesigning the existing website, we will create a flexible digital platform that supports the Institute's mission today while preparing it for future growth.

OUR APPROACH FOCUSES ON

- ✓ Modern user experience
- ✓ Enterprise WordPress architecture
- ✓ Comprehensive content migration
- ✓ HubSpot & SharePoint integration
- ✓ AI-ready content architecture
- ✓ WCAG 2.1 AA accessibility
- ✓ Open-source; no vendor lock-in

■ ABOUT AS CREATIVE SERVICES

Over a decade of mission-driven work.

For over a decade, AS Creative Services has partnered with associations, nonprofits, and mission-driven organizations to create secure, scalable, and user-centered digital experiences. In business since 2007, we believe successful websites are strategic business tools that support communications, operations, and organizational growth — not simply marketing assets.

Capabilities: Enterprise WordPress · Migrations · HubSpot Integration · UX Strategy · Accessibility · Cloud Infrastructure · SEO · Security · AI Strategy

■ OUR UNDERSTANDING

What the new website must do.

Based on our review of the RFP, the new platform must:

- Modernize the Institute's digital presence.
- Improve navigation and user experience.
- Preserve and migrate all content, publications, and historical assets.
- Support publications, research, events, videos, and expert profiles.
- Integrate seamlessly with HubSpot and SharePoint.
- Improve accessibility, performance, and security.
- Eliminate vendor lock-in.
- Support future AI-powered search and content discovery.

■ OUR SOLUTION

An enterprise WordPress platform, built on open standards.

We recommend a modern enterprise WordPress platform built using native WordPress technologies and the Block Editor — ensuring complete ownership and long-term portability with no proprietary lock-in.

01

Discovery & Strategy

Complete content inventory, stakeholder workshops, technical assessment, and information architecture review to establish a clear roadmap.

02

User Experience & Design

Simplified navigation, responsive design, improved readability, flexible page layouts, and an intuitive editing experience.

03

Enterprise WordPress

Native Block Editor, custom post types, structured taxonomies, modular components, and clean, maintainable code.

■ CONTENT MIGRATION

Preserving decades of research.

Preserving the Institute's research is one of the most critical aspects of this project. Every publication, report, expert profile, event, PDF, and historical resource will be reviewed and validated prior to launch.

- Comprehensive content inventory & mapping
- Automated and manual migration
- Metadata preservation
- URL preservation and redirects
- Publication validation & QA

■ INTEGRATIONS

HubSpot, SharePoint, and beyond.

AS Creative has extensive experience integrating WordPress with HubSpot and enterprise business systems. The new website will support:

- CRM synchronization
- Marketing forms
- Newsletter subscriptions
- Event registration
- Analytics

- Marketing automation
- Secure API integrations
- SharePoint connectivity

ACCESSIBILITY & FUTURE
READINESS

Built to WCAG 2.1 AA. Monitored for life.



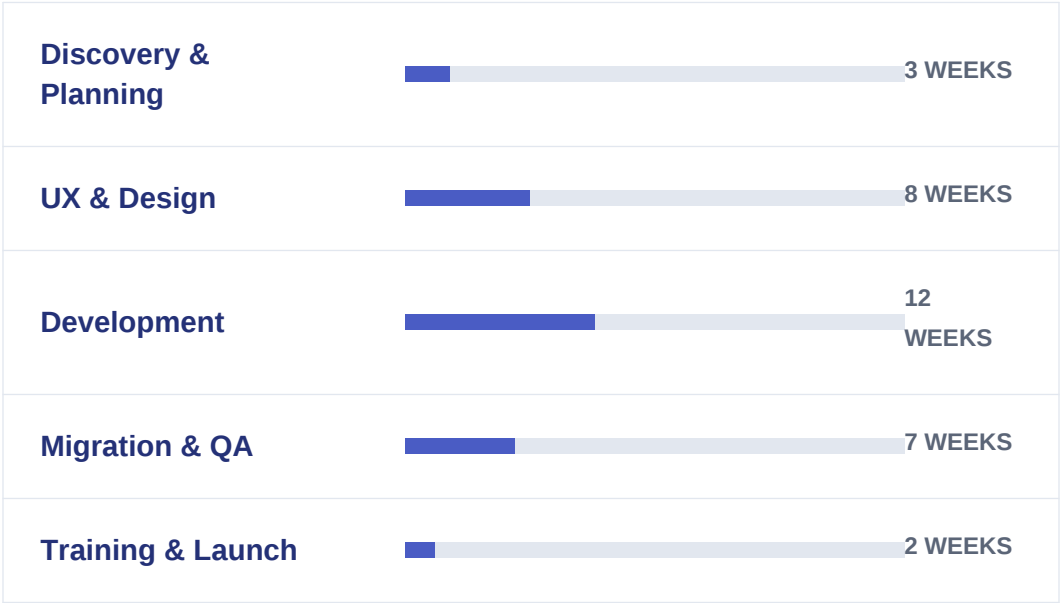
Accessibility services will be provided through our strategic accessibility partner, **AS Accessibility** (asaccessibility.com), which delivers ongoing accessibility monitoring, reporting, and guidance aligned with current WCAG standards.

- ✓ Performance optimization
- ✓ Security best practices
- ✓ Structured content
- ✓ Schema.org markup
- ✓ Semantic search optimization
- ✓ AI-ready metadata
- ✓ Screen reader validation
- ✓ Continuous monitoring

■ PROJECT TIMELINE

32 weeks to launch.

Five phases · Fixed scope



■ PROJECT INVESTMENT

One fixed fee. Full scope.

The fixed-fee investment below reflects the scope outlined in the Request for Proposal and includes discovery, strategy, design, development, content migration, integrations, accessibility, testing, training, and launch.

PROJECT PHASE	INVESTMENT
Discovery & Digital Strategy	\$14,500
UX Strategy & Visual Design	\$36,500
Enterprise WordPress Development	\$60,000
Content Migration & Validation	\$24,800
HubSpot & SharePoint Integration	\$15,000
AS Accessibility Implementation, QA & Launch	\$7,000
TOTAL FIXED FEE	\$157,800

Recommended ongoing support: **\$1,500 / month** — WordPress updates, security monitoring, hosting, performance optimization, accessibility reviews, HubSpot support, and strategic consulting.

AS Accessibility licensing: **\$1,200 / year** — ongoing automated accessibility monitoring, reporting, and compliance guidance through our strategic accessibility partner.

■ RFP ALIGNMENT

Every requirement, addressed.

RFP: CONTENT MIGRATION Comprehensive inventory, migration, and QA — every URL, PDF, publication, and citation preserved.	RFP: HUBSPOT INTEGRATION Native API integration for forms, subscriptions, event registration, and CRM sync.
RFP: AI READINESS Schema.org markup, structured content, and semantic search foundations.	RFP: VENDOR LOCK-IN Open-source WordPress, Block Editor, full client ownership of code, themes, and data.
RFP: ACCESSIBILITY WCAG 2.1 AA implementation with continuous monitoring via AS Accessibility.	RFP: RESEARCH LIBRARY Topic, author, program-area, and date filtering with related-content recommendations.

WHY AS CREATIVE

A partner for the long term.

AS Creative delivers more than websites — we build long-term digital platforms that support organizational growth. We appreciate the opportunity to partner with the Potomac Institute and look forward to helping create a modern digital platform that reflects the quality and impact of its work.



ascreativeservices.com