

Town of Munster Communications Scope

Scope Assumptions

- The outlined scope is specific to the Town of Munster
- The scope below outlines the foundational elements, including:
 - Research
 - Messaging
 - Developing the Plan
 - Staff Training
 - Plan Implementation
 - Account Management

1. Research

Scope	Timing
<ul style="list-style-type: none">• Identify key audiences and their hierarchy• Identify current key messaging and how the messaging is expressed• Evaluate existing town website, social media channels, media coverage• Conduct stakeholder interviews and surveys to rate the communications effort• Establish key performance indicators	September 2025- November 2025

2. Plan Development

Scope	Timing
<ul style="list-style-type: none">• Develop a communications plan for the Town of Munster, informed by the research.• This plan will outline recommended tactics to be executed when the plan is implemented. Tactics could include but are not limited to:<ul style="list-style-type: none">○ Developing foundational elements including key messages for the town○ Providing recommendations for website and digital media strategy○ Developing a robust social media effort to highlight the town○ Creating a media relations strategy to generate positive media coverage○ Developing a crisis communication plan• American Structurepoint will develop the plan and make edits based on client feedback.	December 2025 – February 2026

3. Plan Implementation

Scope	Timing
<ul style="list-style-type: none">• Implement components of the plan such as developing content calendars for social media, publicity pitches, etc.	March 2026- August 2026

4. Staff Training

Scope	Timing
<ul style="list-style-type: none">• Develop and implement staff training for Town of Munster Communications staff	March 2026- August 2026

5. Meetings and Account Management

Scope	Timing
<ul style="list-style-type: none">• Bi-weekly meetings with the client• Providing monthly and yearly measurements against key performance indicators• Yearly resident satisfaction surveys	September 2025- August 2026

Communications team:

Kathy Wolf	Project Manager
Matt Werner	Senior Technician
Sara Krock	Technician
Anna Sullivan	Technician
Dave Grove	Technician
Joe Shields	ROK Project Team Member

DELIVERABLE	BUDGET
Research	\$18,075
Plan Development	\$18,025
Plan Implementation	\$17,200
Staff Training	\$10,475
Meetings and Account Management	\$18,825
TOTAL	\$82,600