



REPORT FROM INFORMATION TECHNOLOGY – NOVEMBER 2014

PROJECTS / HARDWARE / SOFTWARE:

- Troubleshoot issues at Town Hall, DPW, AFD, COA
- DPW server implementation: Installed server
- Installed new computer at the DPW Admin Office
- Hardware/Software procurement, installation, and configuration for Town Engineer
- Ambulance Software and Hardware
- Installed new MMF printer in the Town Clerk's Office
- Parks Department Online Sign-ups
- Online permitting
- Finished upgrading XP systems to Windows 7

WEBSITE / SOCIAL MEDIA:

- Monitor Daily
- Added video to the Town's website as it became available
- Various minutes, agendas, calendar, and page updates.
- Posted Notices as General Announcements on the website, Facebook, Twitter, and APAC as needed.

OTHER:

- Attend Board of Selectmen Meetings
- Attend Emergency Planning Committee Meeting
- Attend Department Head Meeting
- Webinars on Transparency in Government, Boards & Committees

STATISTICS:

- Video:
Plays on the Town's website: **1,140**
- Top Five Plays by Country:
 1. United States
 2. Italy
 3. Germany
 4. Canada
 5. United Kingdom



- Number of Facebook fans: **2,025**
- Number of Twitter followers: **280**
- Number of email recipients to General Announcements: **193**
- Number of email recipients to Board of Selectmen Announcements: **91**

- Website:
 1. Top Five Web Pages
 1. Fire
 2. Assessor
 3. Departments
 4. Police
 5. Town-Wide Calendar
 2. Number of Unique Visitors: **6,923**
 3. Number of page views: **22,480**
 4. Average Visit Duration: **1 minute 48 seconds**

- Email:
 1. **47.4%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
 1. Total number sent: **15,184**
 2. Number delivered: **7,988**
 3. Number not delivered due to spam, viruses, or malware: **7,196**