

**REPORT FROM INFORMATION TECHNOLOGY – APRIL 2015****PROJECTS / HARDWARE / SOFTWARE:**

- Troubleshoot & resolve issues at Town Hall, DPW, AFD, COA
- On-Line Permitting
Attended a presentation facilitated by the State IT Office. Presentation included demonstrations from four potential e-permitting vendors. Next Steps: Discuss with the working group; select vendor; procure funding.
- Website Redesign
- Prepared documents for printing the 2014 Annual Town Report
- Documentation & Inventory of equipment at FD
- Rewrote the Fourth of July website

WEBSITE / SOCIAL MEDIA:

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

OTHER:

- Attended e-permitting demo in Chicopee
- Department Head Meeting
- Energy Committee Meeting

STATISTICS:

- Video:
Plays on the Town's website: **516**
- Top Five Plays by Country:
 1. United States
 2. Italy
 3. Uruguay
 4. Germany
 5. United Kingdom
- Most Played Video:
 1. Board of Selectmen 4/7/2015
 2. Zoning Board of Appeals 4/15/2015
 3. School Committee 3/18/2015
 4. Board of Health 3/23/2015
 5. Board of Selectmen 10/7/2014



- Number of Facebook fans: **2,107**
- Number of Twitter followers: **334**
- Number of email recipients to General Announcements: **210**
- Number of email recipients to Board of Selectmen Announcements: **100**

- Website:
 1. Top Five Web Pages
 1. Assessor
 2. Departments
 3. Police
 4. Building
 5. Town-Wide Calendar
 2. Number of Unique Visitors: **5,603**
 3. Number of page views: **20,515**
 4. Average Visit Duration: **2 minutes 18 seconds**

- Email:
 1. **45.8%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
 1. Total number sent: **16,641**
 2. Number delivered: **9,017**
 3. Number not delivered due to spam, viruses, or malware: **7,624**