



## REPORT FROM INFORMATION TECHNOLOGY – NOVEMBER 2015

### PROJECTS / HARDWARE / SOFTWARE:

- Troubleshoot & resolve issues at Town Hall, DPW, Ayer Fire, and Council on Aging
- On-Line Permitting – Begin Implementation of SeamlessDocs/SeamlessPay
- Applied for Community Compact for assistance with Cyber Security Policy
- Security Matters – Newsletter & Tips
- Policy for Portable Storage Devices
- Website Redesign
- Setup new employees
- Setup new computers
- Upgraded Comcast Internet at Ayer Fire
- Completed FY17 Capital Budget
- Upgraded Internet at the Fire Station
- Prepare for AmbuPro upgrade at Fire Station
- Setup equipment for Board & Committee meetings

### WEBSITE / SOCIAL MEDIA:

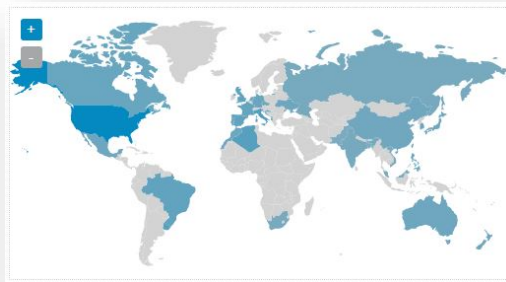
- Monitor Daily
- Added video to the Town's website as it became available
- Various minutes, agendas, calendar, and page updates
- Posted Notices to General Announcements on the Website, Facebook, Twitter, and APAC as needed.

### OTHER:

- Attended Massachusetts Digital Government Summit
- Attended Board of Selectmen Meetings, Department Head Meetings, IT Committee Meeting, Weekly Security Meeting with the Town Administrator

### STATISTICS:

- Video:  
Plays on the Town's website: **880**
- Top Five Plays by Country:
  1. United States
  2. Italy
  3. Algeria
  4. Uruguay
  5. United Kingdom



#### STATISTICS CONT...

- Most Played Video:
  1. ASRHS Hall of Fame Induction
  2. ASRHS Choir Performance
  3. Board of Selectmen Meeting 11/3/2015
  4. Ayer Fire on Fox News Firehouse Friday's
  5. ASRHS Football vs. Nashoba Tech 11/6/2015
  
- Number of Facebook fans: **2,345**
- Number of Twitter followers: **534**
- Number of email recipients to General Announcements: **221**
- Number of email recipients to Board of Selectmen Announcements: **102**
  
- Website:
  1. Top Five Web Pages
    1. Ayer Fire Thanksgiving Day Road Race
    2. Assessor
    3. Police
    4. Town-Wide Calendar
    5. Departments
  
  2. Number of Unique Visitors: **6,173**
  3. Number of page views: **21,924**
  4. Average Visit Duration: **2 minutes 40 seconds**
  
- Email:
  1. **58.7%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
    1. Total number sent: **24,021**
    2. Number delivered: **9,928**
    3. Number not delivered due to spam, viruses, or malware: **14,093**