REPORT FROM INFORMATION TECHNOLOGY – OCTOBER 2016

PROJECTS / HARDWARE / SOFTWARE:
- Troubleshoot & resolve issues at Town Hall, DPW, Ayer Fire, and Council on Aging.
- Security – Newsletter, Tips, and Training.
- Setup new employees; remove access for terminated employees.
- Set up new and replacement computers, phones, tablets, and printers.
- Set up 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 Announcements on the Website, Facebook, Twitter, and APAC as needed.

OTHER:
- Prepare for and attend Town Meeting
- Attended Department Head Meeting
- Attended MGISA Meeting
- Attended Making IT Work – Modernizing Local Government by using Information Technology
- Employee ID badge project
- Review of Cyber Security Grants with State IT Office
- DPW Infrastructure
- Master Plan
- Review and evaluation new Assessing Software

STATISTICS:
- Video: Plays on the Town's website: *736*
- Top Five Plays by Country:
  1. United States
  2. Algeria
  3. Italy
  4. Germany
  5. Uruguay

- Most Played Video:
  1. ASRSD Athletic Hall of Fame 10/2015
  2. Finance Committee 9/28/2016
  3. ASRSD Football Game 9/30/2016
  4. Board of Selectmen 10/4/2016
  5. Board of Selectmen 9/27/2016

- Number of Facebook fans: ***3,061(+43)***
- Number of Twitter followers: ***776 (+17)***

- Website:
    1. Top Five Web Pages
        1. Assessor
        2. Police
        3. Voting / Town Meeting Information
        4. Early Voting News
        5. Employment Opportunities

    2. Number of Unique Visitors: ***6,497***
    3. Number of page views: ***23,665***
    4. Average Visit Duration: ***2 minutes 7 seconds***
    5. Number of Sessions: ***9,422 (Desktop 61.0%, Mobile 33%, Tablet 6%)***

- Email:
    1. **41.1%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
        1. Total number sent: ***20,996***
        2. Number delivered: ***12,371***
        3. Number not delivered due to spam, viruses, or malware: ***8,625***