



## REPORT FROM INFORMATION TECHNOLOGY – JUNE 2019

### 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.
- Dispose of old equipment
- Set up equipment for Board & Committee meetings.
- Continue with digitizing documents, currently working on old personnel records.
- Various Meetings
- Continue with Town Hall rewiring project. This is a co-project with the Facilities Director.
- Continue with Town Hall Door Locking Mechanisms. This is another co-project with the Facilities Director.
- Continue with the restructure of the IT Office to accommodate Town Hall wiring.
- Continue converting old computers to Windows 10 this is an ongoing project for FY20
- Cyber Security collaboration with the City of Worcester
- Setup Resident Paystation in the Treasurer's Office

### WEBSITE / SOCIAL MEDIA:

- Monitor Daily
- Added video to the Town's website and Social Media.
- Various minutes, agendas, calendar, and page updates
- Posted Notices to Announcements on the Website, Facebook, Twitter, and APAC as needed.
- Post updates to the internal and external signage
- Promote local events
- Created Conservation Commission campaign #WetlandsWednesday
- Created Council on Aging Facebook page – monitor with the others

### STATISTICS:

- Most Played Video:
  1. Page Hilltop 3rd Grade Presents Grammarosaurus June 6th 2019
  2. ASRHS Graduation 2019 June 7th, 2019
  3. Page Hilltop 3rd Grade presents Grammarosaurus June 7th 2019
  4. The Tannery Fire of 1961
  5. Ayer Board of Selectmen June 4th, 2019x
- Facebook followers: **4,113**
- Twitter followers: **1,232**
- Email subscribers: **2,150**
- **Website:**
  1. Top Five Web Pages
    1. Fourth of July
    2. Sandy Pond Beach
    3. Assessor

4. Fire
5. Police
2. Number of page views: **27,872**
3. Average Visit Duration: **1 minute 56 seconds**
4. Mobile device usage is **55.8%** of the total. Desktop usage is **44.2%**

- **Government Calendars on Burbio:**

Town of Ayer | Number of events **48** | Number of impressions **2,232 \***

Schools | Number of events **94** | Number of impressions **1,401\***

Library | Number of events **35** | Number of impressions **1,225\***

*\*An impression is when an event is viewed. That view may occur when someone sees the event on Burbio, their App, listed in their Feed or if they get a update or change notification*