

**REPORT FROM INFORMATION TECHNOLOGY – AUGUST 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 Treasurer / Tax Collector records.
- Various Meetings
- Turned on new Town Hall wiring. Offices will be connected one at a time. This is a co-project with the Facilities Director.
- Completed Town Hall Door Locking Mechanisms Project. This is another co-project with the Facilities Director.
- Completed 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
- Upgraded Council on Aging Comcast to include phones and television at a considerable cost savings.

**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

**STATISTICS:**

- Most Played Video:
  1. ASRSD: All Means All 2019-2020 School Year
  2. Ayer Board of Selectmen August 13th, 2019
  3. Ayer Zoning Board of Appeals August 21st, 2019
  4. The Tannery Fire of 1961
  5. ASRHS Fields Project Overview
- Facebook followers: 4,281
- Twitter followers: 1,245
- Email subscribers: 2,465
- **Website:**
  1. Top Five Web Pages
    1. Police Department
    2. Fire Department
    3. Commuter Parking
    4. Transfer Station
    5. Assessor

2. Number of page views: **25,114**
3. Average Visit Duration: **2 minutes 18 seconds**
4. Mobile device usage is **56.4%** of the total. Desktop usage is **43.6%**

- **Government Calendars on Burbio:**

Town of Ayer | Number of events **45** | Number of impressions **1,138\***

Schools | Number of events **32** | Number of impressions **899\***

Library | Number of events **12** | Number of impressions **484\***

*\*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*