REPORT FROM INFORMATION TECHNOLOGY – SEPTEMBER 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
- Continue to connect offices in Town Hall to the new wiring
- Continue converting old computers to Windows 10. This is an ongoing project for FY20
- Replaced failing hard drive in Town Hall server with no interruption of service
- Replaced faulty MUNIS Firewall at Town Hall
- Replaced CISCO firewall at Town Hall (end of life)

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
- Setup and maintain Town Meeting Information Center & COA Space Needs Information Centers on the website.
- Created CPC Success Stories campaign for Social Media.

STATISTICS:

- Most Played Video:
    1. Ayer Cultural Council September 9th, 2019
    2. ASRHS Fields Project Overiew
    3. Ayer Planning Board September 10th, 2019
    4. Ayer Board Of Selectmen September 3rd, 2019
    5. District TalkBeth Foley & Lady the Therapy Dog

- Facebook followers: 4,295
- Twitter followers: 1,262
- Email subscribers: 2,498

- **Website:**
1. Top Five Web Pages
   1. Assessor
   2. Police Department
   3. Fire Department
   4. Commuter Parking
   5. Online Payments

2. Number of page views: **23,650**
3. Average Visit Duration: **2 minutes 10 seconds**
4. Mobile device usage is **59.8%** of the total. Desktop usage is **40.2%**

- **Government Calendars on Burbio:**
  Town of Ayer | Number of events **52** | Number of impressions **1,720***
  Schools | Number of events **36** | Number of impressions **1,175***
  Library | Number of events **24** | Number of impressions **1,077***
  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