

**REPORT FROM INFORMATION TECHNOLOGY – OCTOBER 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 converting old computers to Windows 10. This is an ongoing project for FY20
- Setup and attend Town Meeting
- Prepared and submitted FY21 Capital Budget
- Upgraded Ambupro software at the Fire Station
- Applied for Community Compact IT Grant

**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. Ayer Board of Selectmen – October 15, 2019
  2. Ayer Special Fall Town Meeting October 28, 2019
  3. Ayer Conservation Commission – October 24, 2019
  4. Ayer Cultural Council – September 30, 2019
  5. Ayer Board of Health – October 22, 2019
- Facebook followers: 4,375
- Twitter followers: 1,282
- Email subscribers: 2,614

**Website:**

1. Top Five Web Pages
  1. Assessor
  2. 2019 Elections
  3. Fire Department Thanksgiving Day Road Race
  4. Police Dept.
  5. Elections, Voting, Town Meeting Information
2. Number of page views: 33,349
3. Average Visit Duration: **2 minutes 11 seconds**

4. Mobile device usage is **57.5%** of the total. Desktop usage is **42.5%**

- **Government Calendars on Burbio:**

Town of Ayer | Number of events **55** | Number of impressions **2,200\***

Schools | Number of events **40** | Number of impressions **682\***

Library | Number of events **43** | Number of impressions **1,049\***

*\*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*