



Cindy Knox, Information Technology Director  
(978) 772-8252

Town of Ayer, Massachusetts  
1 Main Street – Ayer, MA 01432

## REPORT FROM INFORMATION TECHNOLOGY – JANUARY 2020

### 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 project is nearing completion.
- Begin Phase II of Town Hall Door project
- Ambulance Software Upgrades

### 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. Page Hilltop Panther News Season 2 Episode 1 Gold Star Program
  2. Page Hilltop Panthers News Season 2 Episode 2 Kindergarten
  3. Page Hilltop Panther News Season 2 Episode 3 New Teachers
  4. Veterans Photography
  5. Scout Finds Out Episode 3 - Shaun Copeland
- Facebook followers: 4,444
- Twitter followers: 1,309
- Email subscribers: 2,633

### Website:

1. Top Five Web Pages
  1. Commuter Parking
  2. Police Department
  3. Assessor
  4. Online Payments
  5. Fire Department
2. Number of page views: **26,274**
3. Average Visit Duration: **2 minutes 13 seconds**
4. Mobile device usage is **54.5%** of the total. Desktop usage is **45.50%**

- **Government Calendars on Burbio:**

Town of Ayer | Number of events **48** | Number of impressions **3,894** \*

Schools | Number of events **57** | Number of impressions **921**\*

Library | Number of events **41** | Number of impressions **1,618**\*

*\*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*