REPORT FROM INFORMATION TECHNOLOGY – OCTOBER 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, Vital Records and Building Plans.
- Training of employees for remote participation meetings
- Setup and facilitate remote participation for Zoom meetings
- Continue with the installation of the new Town Hall Server.
- Transition to Fire Chief Johnston
- Water SCADA Systems
- General Election
- Town Meeting

WEBSITE / SOCIAL MEDIA:

- Keep website and Social Media up to date for COVID-19 issues
- 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:

1. Most Watched Video:
    1. Page Hilltop Virtual tour
    2. Lura A White Virtual Rally
    3. Select Board October 6, 2020
    4. Page Hilltop Fifth Grader Interviews
    5. Special Fall Town Meeting October 26, 2020

2. Facebook followers: 4,687
3. Twitter followers: 1,349
4. Email subscribers: 3,286

Website:

1. Top Five Web Pages
    1. 2020 Elections
    2. Online Payments
    3. Assessor
    4. Elections, Voting, and Town Meeting Information
    5. Fire Dept

2. Number of page views: **25,026**
3. Average Visit Duration: **3 minutes 45 seconds**
4. Mobile device usage is **38.7%** of the total. Desktop usage is **61.3%**