



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

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

REPORT FROM INFORMATION TECHNOLOGY – NOVEMBER 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 Treasurer / Tax Collector records and Vital Records
- Training of employees for remote participation meetings
- Setup and facilitate remote participation for Zoom meetings
- Continue with the installation of the Town Hall Server
- Work with Facilities for TH phone system
- SCADA upgrades at Water & Wastewater

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
- Election postings
- Setup new remote users

STATISTICS:

1. Most Watched Video:
 1. Page Hilltop School Virtual Veterans Day 2020 - November 11, 2020
 2. Ayer Select Board Meeting - November 2,, 2020
 3. Thoughts on a COVID Thanksgiving with Beth Condon
 4. Page Hilltop News Episode 3 - Kindness Matters
 5. Ayer Community Preservation Committee Meeting - November 4, 2020
2. Facebook followers: **4,698**
3. Twitter followers: **1,353**
4. Email subscribers: **3,270**

Website:

1. Top Five Web Pages
 1. Elections
 2. Online Payments
 3. Assessor
 4. Transfer Station
 5. Police Department
2. Number of page views: **25,084**
3. Average Visit Duration: **2 minutes 5 seconds**
4. Mobile device usage is **47.9%** of the total. Desktop usage is **52.1%**