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

REPORT FROM INFORMATION TECHNOLOGY – DECEMBER 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
- 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.
- Setup COVID station at the FD
- Water SCADA Systems

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. Select Board - December 21, 2020
 2. Planning Board – December 8, 2020
 3. Select Board – December 1, 2020
 4. Conservation Commission – December 17
 5. Capital Planning – December 1, 2020x
2. Facebook followers: 4,718
3. Twitter followers: 1,364
4. Email subscribers: 3,302
5. Zoom Meetings Facilitated: 18

Website:

1. Top Five Web Pages
 1. Santa Tour
 2. Online Payments
 3. Assessor
 4. Fire Department
 5. Transfer Station
2. Number of page views: **23,997**
3. Average Visit Duration: **1 minute 47 seconds**
4. Mobile device usage is **51.8%** of the total. Desktop usage is **48.2%**