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

REPORT FROM INFORMATION TECHNOLOGY – MARCH 2021**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.
- Continue with digitizing documents.
- Setup and facilitate remote participation for Zoom meetings.
- Continue moving users to the new Town Hall Server.
- Begin Annual Report for 2020
- Setup Jetpack for loaner
- Evaluate and procure equipment for the CERT team

WEBSITE / SOCIAL MEDIA:

- Keep website and Social Media up to date for COVID-19 issues
- Monitor Daily
- Add video to the Town's website and Social Media
- 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 Municipal Video:
 1. Select Board March 16, 2021
 2. Select Board March 2, 2021
 3. Welcoming our Sesquicentennial Year
 4. Executive Bi-Board March 25, 2021
 5. Board of Health March 8, 2021
2. Facebook followers: 4,616
3. Twitter followers: 1,381
4. Email subscribers: 3,367
5. Zoom meetings facilitated 21

Website:

1. Top Five Web Pages
 1. Online Payments
 2. Assessor
 3. Police
 4. Fire
 5. Nashoba Associated Boards of Health
2. Number of page views: 39,176
3. Average Visit Duration: 1 minute 44 seconds
4. Mobile device usage is 21.9%, desktop usage is 78.1%