From: New Jersey State Library
To: Patt Ferrari
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NJSL DIRECT

Weekly News Updates for New Jersey Libraries
March 13, 2023

Updates & Opportunities

Naming Contest for New Statewide Marketing Campaign for NJ Libraries

The NJ State Library, LibraryLinkNJ, NJLA & Libraries Are Essential are excited to announce a statewide marketing campaign to help promote NJ public libraries. Our goal is to dispell the common misperception that libraries are just repositories for books. Libraries are beyond books! New Jersey's public libraries are vibrant community hubs, and we need your help making that message clear. The team is busy working on a marketing toolkit that you can easily share with your communities. But first we need your help coming up with a campaign name and slogan! Visit our "Beyond Books" marketing campaign webpage to watch a brief video and for more information: **https://www.njstatelib.org/beyondbooks**. Idea submissions will be accepted until **March 31st**. Looking forward to hearing from you!

Attention NJ Libraries: Help Improve the National Broadband Map!

The National Broadband Map displays where internet services are and are not available across the country, as reported by internet service providers. The FCC wants to make sure all NJ library locations are represented accurately on the National Broadband Map. Click here to find out how you can help.

SWILIBS-NJ Project Application Form

You are invited! The New Jersey State Library is now accepting applications to participate in 'Social Work Informed Library Services in New Jersey', a project developed to address the critical social service needs of the patrons in libraries. **Application Deadline: March 15th.** Click to learn more and apply.

Libraries Without Borders Info Session Materials Available Now

Libraries Without Borders-US (LWB-US) is a nonprofit that works to expand the outreach of public libraries. They're partnering with public libraries across the state of Connecticut to conduct community needs assessments and implement strategic interventions for previously unserved or underserved communities and hoping to do similar work in New Jersey. The end result will position these libraries to better serve people who might not typically use libraries. If you missed the informational session on March 7th, overview handouts are now available for download.
Click here for LWB Partnerships Overview
Click here for LWB US Overview

Office of New Americans Asylum Guide Now Available

We've previously included the Office of New Americans Welcome Booklet, that contains several different resources available for new arrivals in New Jersey. ONA has since added an Asylum Guide in English, Spanish, and Haitian Creole in partnership with Legal Services of New Jersey (LSNJ). This guide serves as an overview of the asylum seeking process as a new arrival in the U.S. This guide is not intended to provide legal advice or serve as a substitute for legal counsel.
Click here for updated resources.

Creative Aging Foundations On Demand Preview

Lifetime Arts invites you to take a sneak peek at their newly developed, self-paced course, Creative Aging Foundations On Demand. Developed in

collaboration with creative aging leaders nationally, this **free** course is designed for institutions and individuals seeking to run successful artmaking programming for older adults. The course is publicly launching on **March 28**, but you'll be among the first to see it!
The course is located in the Lifetime Arts Portal, where they host live training sessions and resources via Zoom. If you have trouble registering or accessing the course, please reach out to portal@lifetimearts.org.

Click here to access the course.

NJDEP Outdoor Recreation Survey

The New Jersey Department of Environmental Protection has created a statewide outdoors recreation plan called: **Outside, Together!** They've recently released a survey and would appreciate help from New Jersey Public libraries in participating and promoting. See below for marketing materials. The survey will close on **March 22nd**.

Click here for flyer.
Click here for toolkit.
Click here for press release.

Invite to Participate in IMLS-Funded National Survey

A research team from the University of Oklahoma (Dr. June Abbas, Dr. Yong Ju Jung, and Nikolaj Pavlovic) is conducting an IMLS-funded research project about public library maker programs for youth with disabilities. To help public libraries better serve youth with disabilities, they would like to hear from anyone responsible for developing and delivering makerspace or programming and services in your library. If you have any questions about participating in the survey, please contact Dr. June Abbas at: jmabbas@ou.edu.
Click to take survey.

CLACP Project Final Report Webinar

This session on **March 22nd at 2pm** will highlight findings and lessons learned from the John J. Heldrich Center's evaluation of the New Jersey Department of Labor and Workforce Development's Community Library Adult Literacy and Career Pathways (CLALCP) Grant. **Click to learn more and register.**

Don't miss these free CE Opportunities!

Check out the upcoming LYRASIS CE opportunities on their **calendar here**.

Click here for a monthly national list of **FREE** NJSL and National CE and Professional Development opportunities for librarians, trustees, and library staffs.

Library Marketing Resources

If your library is looking for marketing tips, best practices and inspiration, check out our **Marketing Blog** updated monthly. Here's our most recent blog posts:

- Inspiration for Library Reels
- A Resource Guide to Social Media in 2023
- Social Media Trends for 2023
- Stop Being Annoying on Social Media

Download marketing resources from State Library Vendors & Partners **here**.

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