

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
August 5, 2024

State Library Updates

Apply Now for the Digital Navigator Corps!

Applications are now open for the Digital Navigation Corps. This partnership between NJSL and Literacy Minnesota will bring six full-time AmeriCorps members to six NJ public libraries to expand or improve digital literacy programs and services in high-need communities. [Click here for additional details](#) and to sign up for an informational webinar on **August 20th**. The deadline to apply is **September 15th**. For questions and more information, contact Andrea Levandowski at alevandowski@njstatelib.org.

How to Quantify Your Library's Social Media Efforts

Coming up with what to post on your library's social media platforms consistently is half the battle, the other half is figuring out what works with your audience. In our latest marketing blog, we share ways to measure the performance of your posts, so you'll be able to quantify your social media efforts! [Click here to read](#).

News from Around the State

Call for Volunteers with New Jersey Blood Center

The New Jersey Blood Center is seeking volunteers and would appreciate the help from NJ public libraries in getting the word out. Volunteers are needed for all sorts of rolls and they have opportunities to fit any schedule. Feel free to [print this flyer](#) and display it on your library's bulletin board or share as handouts to patrons who might be interested!

Schedule a Rutgers Interdisciplinary Opioid Trainers (RIOT) Presentation

Rutgers Health Robert Wood Johnson Medical School invites you to schedule or register a free 1-hour [Rutgers Interdisciplinary Opioid Trainers \(RIOT\) presentation](#)! During this presentation you'll have the opportunity to learn about the Opioid Crisis, Opioid use Disorder, and Medications for Opioid use Disorder (MOUD). To participate in this informative session, please [click here](#) to complete the registration process.

National Opportunities

Applications Are Now Open for PLA Digital Literacy Workshop Incentives!

The Public Library Association (PLA) is pleased to announce expanded digital literacy funding opportunities and resources for public libraries, powered by a generous \$2.7 million contribution from AT&T. Since 2022, the PLA Digital Literacy Workshop Incentives have helped nearly 400 public libraries conduct more than 3,800 workshops, training more than 19,000 learners across the country.

Applications are now open for this year's incentive opportunities:

- PLA Digital Literacy Workshop Incentive, supported by AT&T—This program will award \$10,000 to large public libraries and \$5,000 to small public libraries, as well as provide the necessary training resources, to conduct workshops that teach basic digital literacy skills using PLA's DigitalLearn courses and training materials.
- PLA Digital Navigator Workshop Incentive, supported by AT&T—This new pilot program will award \$4,000 to public libraries with digital navigators to utilize DigitalLearn materials and resources. Libraries must already have a digital navigator to apply.

Applications for both incentives will close **Friday, October 18, 2024**. [Click here to learn more and apply.](#)

NJSL Presents August Events

Our NJSL Presents Webinars are free and open to anyone interested in attending. Registration is required in advance and all webinars are recorded and posted to our [YouTube page](#) afterward. You can also check out event recaps on our [blog](#)! Here's what we have coming up in August, feel free to share within your communities.

- [Estate Planning Boot Camp Part 1](#) - August 7th @ noon
- [Estate Planning Boot Camp Part 2](#) - August 14th @ noon
- [VIRTUAL AUTHOR TALK – Vandalia: The Rise and Fall of Major William Trent’s Proposed Colony](#) - August 15th @ noon
- [Introduction to Proposal Writing](#) - August 20th @ noon

Professional Development Opportunities

Visit the State Library's [CE Training webpage](#) for a variety of Continuing Education training opportunities for New Jersey librarians, library support staff, and trustees.

[On-Demand Training Portal](#) in the LibraryLinkNJ LearningSpace and a list of [programs](#) currently being offered.

[Professional Development Links](#) and [Webinars and Other Training Events](#) from the NJLA Professional Development Committee.

Check out the upcoming LYRASIS CE opportunities on their [calendar here](#).

[Click here for a monthly national list](#) CE and Professional Development opportunities.

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:

- [How to Master Social Media Automation](#)
- [Marketing Your Library on YouTube](#)
- [Five Tips for Managing Your Library's Social Media](#)
- [How to Increase Instagram Engagement](#)

Download sharable social media graphics and videos from the [Statewide Digital Marketing Campaign](#).

Also, you can download marketing resources from State Library Vendors & Partners [here](#).

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