

# NJSL DIRECT

Weekly News Updates for New Jersey Libraries  
January 17, 2023

## Updates & Opportunities

### New Jersey State Library Year End Wrap-Up

Check out the [NJSL 2022 Year End Wrap Up!](#) This is an overview of some of the many accomplishments at the New Jersey State Library during the 2022 calendar year.

---

### State Librarian's Monthly Update - January 2023

Please take a moment to review [a report](#) on NJSL's January 2023 updates, from State Librarian Jen Nelson.

---

### Please take the NJ State Library's Website Survey

At the New Jersey State Library, we are working on redesigning our website and we'd love to have your input! Would you please take a few moments to complete our [4 minute survey](#)? All responses will be kept anonymous. Your feedback will be helpful to our redesign process. We appreciate your time. The survey will close **January 31st, 2023**.

---

## Last Chance to Register for Communicating About Climate Change Webinar

Please join the New Jersey State Library, the New Jersey Library Association, and the New York Sustainable Libraries Initiative for a webinar on Communicating About Climate Change on **January 25th, 2023 at 2PM**. [Click here to learn more and register.](#)

---

## Save the Dates - Virtual New Directors Training

Join us for our annual New Directors Training that will once again be offered as a virtual event on **February 15th and 22nd**. As a new director, NJSL is here to support you in your role by offering basic training on a number of topics that are considered core knowledge for any leader of a public library in the state. Please note that while this training is geared toward new library directors, all library directors are invited to attend!

[Click here to register and learn more.](#)

[Click here to download flyer.](#)

---

## NJSL to Award Additional Northstar Digital Literacy Licenses

Since November 2021, the New Jersey State Library has offered licenses for Northstar Digital Literacy to sixty public libraries that signed up or through their participation in NJSL + Partners Hub, Spokes, and Access Navigators. The NJSL is now adding 25 licenses beginning in January 2023 to bring the total number of libraries offering this resource to 85. [Click to learn more.](#)

---

## ELC 2023 Pitch Competition for Libraries Free Workshop

Prepare for this year's ELC Pitch Competition with a free workshop via Zoom on **Feb. 16, 3-4:15pm Eastern**. Join to learn how libraries can make effective pitches to engage with local entrepreneurs, job hunters, nonprofits, and economic development initiatives. [Click here to register and learn more.](#)

---

## Opportunity for Google Career Certificates

The Butler Public Library has been given 500 scholarships to allow you to earn a Google Career Certificate (you do not have to live in Butler to get a scholarship). The certificate programs are completely online and self-paced. After completing a certificate, Google will help you gain employment. [Click to learn more.](#)

If you are interested in getting a scholarship, you can reach out to Luis Rodriguez at [luis.rodriquez@butlerlibrary.org](mailto:luis.rodriquez@butlerlibrary.org).

---

## Don't miss these free CE Opportunities!

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

Each month, Wyoming State Library creates a national list of **FREE** NJSL and National CE and Professional Development opportunities for librarians, trustees, and library staffs. [Click here to access this month's list.](#) Download the January 2023 calendar:

- [Word doc](#)
  - [PDF](#)
- 

## Library Marketing Resources

If your library is looking for marketing tips, best practices and inspiration, check out our [Marketing Blog](#) updated weekly. Here's our most recent blog posts:

- [Social Media Trends for 2023](#)
- [Stop Being Annoying on Social Media](#)
- [Tips for Checking Social Video Engagement](#)
- [The Secret of Successful YouTube Hashtags](#)

Download marketing resources from State Library Vendors & Partners [here](#).

---

[Click to Connect with the NJSL Library  
Development Unit](#)

*Connecting people with information through libraries.*

New Jersey State Library | [Website](#)

