

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
March 6, 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!

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.](#)

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.](#)

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.](#)

Let's Move in Libraries Online Conversations

[Let's Move in Libraries](#) is an international initiative to get people of all ages and abilities on the path to health. During the month of April, Let's Move in Libraries will host a series of online conversations on community collaboration and

community health. Each conversation features 2-4 librarians sharing their experiences working collaboratively with others to promote community health. After the discussion, you're invited to stay in the room for a half hour open conversation about that week's topic. Each conversation takes place on a Thursday in **April, 2023**. Recordings will be shared on the [Let's Move in Libraries YouTube channel](#). This event will also feature the launch of a Toolkit you can use to inject new energy into your health programs and partnerships. [Click to learn more.](#)

Congressional Earmarks and Libraries

ALA has shared opportunities for libraries to request earmark funding from their Congressmembers in the upcoming fiscal year 2024 appropriations bills. Although most Congressmembers have not announced application dates yet, links can be found for Senator Booker and Senator Menendez for New Jersey libraries.

[Click to learn more.](#)

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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