

# NJSL DIRECT

Weekly News Updates for New Jersey Libraries  
February 18, 2025

## State Library Updates

### JerseyConnect Verizon Updates for 2025

The JerseyConnect team would like to make you aware of two important changes to the Verizon contract that is created through the E-rate process. [Please click here](#) for more information on this update.

### Applications Now Open & Guidelines Available for REV 250 Grant

We are accepting applications for our **REV 250: Examining the Semiquincentennial through a Jersey Lens** grant opportunity. This grant will allow public libraries to design projects that highlight the people, places, and events that shaped our state, with awards ranging from \$2,500 to \$25,000. Grant options will include:

- **Digitization Projects** to safeguard and provide access to local historic materials.
- **Public Programming** to celebrate and educate through events and community engagement.
- **Special Collections** to build or enhance library collections related to New Jersey's rich history.

[Click here](#) to review the full guidelines, watch the recording of the informational webinar, and apply.

## Join the New Jersey Digital Skills Training User Group!

The Digital Skills Training User Group is a monthly gathering of library staff who teach computer classes, offer device assistance, work with Northstar Digital Literacy, or want to explore digital inclusion strategies. They meet on the third Thursday of the month from 10:00-11:00am to discuss their work, ask questions, and learn together.

Their next meeting will be **Thursday, February 20 at 10:00am**. The topic for discussion will be outreach and partnerships. Do you offer or want to offer technology assistance outside of the library? How do you take the show on the road? What are some of the advantages or obstacles? Join to learn more!

[Click here to register](#).

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## Telehealth in Libraries Virtual Summit and Introduction to the NJHealthConnect@Yourlibrary Virtual Toolkit

Please join the New Jersey State Library for this virtual summit on **February 27, 2025 from 9:00 a.m. to 12:30 p.m.** This summit will introduce the new NJHealthConnect@YourLibrary Digital Toolkit and website, generously funded by a grant from the National Network Libraries of Medicine Region 2. In addition, the webinar will discuss the topic of Telehealth in libraries, review resources for health and mental health literacy from specialists in the field, and demonstrate how to use the toolkit to create a scalable Telehealth program in your library.

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

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## Have Hashtags Gone Out of Style?

It has been questioned many times over the years. Do hashtags serve a purpose anymore? Read our latest marketing blog to find out! [Click here to read](#).

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## News from Around the State

### Apply for the Creative Aging Initiative Grant

The Creative Aging Initiative Grant (CAI) provides \$10,000 to eligible arts organizations, libraries, veterans homes, senior and community centers,

colleges/universities, and units of government to cover costs for arts learning experiences with New Jersey older adults aged 55 and over. Successful applicants will receive \$10,000 of funding for each year of the two-year grant cycle, pending available resources. The CAI application is now available in [SAGE](#), the State of New Jersey's grant management system. The deadline to apply is **February 27, 2025, at noon**. [Click here to view grant guidelines](#).

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## Submit Nominations for 2025 NJLA Honors & Awards

The 2025 NJLA Honors and Awards nominations are now open! Acknowledge the hard work and achievements of your colleagues and supporters with a nomination. The award ceremony will take place at the NJLA Annual Conference. **Deadline is Monday, March 31, 2025**. [Click here to nominate](#).

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## Save the Date: NJ Makers Day

Save the date for this year's Makers Day **March 21-23!** NJ Makers Day is a celebration of maker culture across New Jersey. This all-ages event connects individuals with makerspaces that support making, tinkering, crafting, manufacturing, and STEM-based learning. [Click here](#) to register your library.

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## AI Programs Offered by LibraryLinkNJ

LibraryLinkNJ and the [LibraryLinkNJ Tech Advisory Group](#) (L-TAG) are offering two webinars on AI topics presented by Library Technologist of The Galecia Group, Jim Craner. Click each webinar to learn more and register.

- [Libraries and Information Literacy in the AI Age](#), February 25th 1:30-3pm
  - [Library Bot-Builder Workshop](#), March 4th, 2-3:30pm
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## National Opportunities

Reframing Library Organizations: Implementing Strategic Foresight Tools to Create Future Ready Library Operating Systems

The CT State Library and partner TFSX are pleased to offer 3-day virtual professional development opportunities for organizational cohorts. **The New Jersey State Library Cohort will take place on August 5-7, 2025.** Through this opportunity, each cohort will train a team of staff members with foresight tools to lead their library. Strategic foresight is a framework that creates multiple future scenarios, envisioning outcomes and evaluating current and pending strategies to support decision-making and action in the present against a suite of possible futures. [Click here](#) to learn more.

Each cohort is closed and ONLY open to individuals within the indicated partnership (i.e. state library, county libraries, consortia, associations, or other library systems). Within the application, select the appropriate partnership session for which you are applying.

[Click here to apply](#). Applications are due July 1st.

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## NJSL Presents 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 this month, feel free to share within your communities.

- [VIRTUAL AUTHOR TALK - The Georgia of the North: Black Women and the Civil Rights Movement in New Jersey](#) - February 20th @ noon
- [Scams and Frauds For Seniors](#) - February 25th @ 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:

- [Look Out for These Social Media Trends in 2025](#)
- [Inclusive Marketing for Libraries](#)
- [How to Fix a Creative Block in Marketing](#)
- [Exploring AI in Library Marketing](#)

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](#).

*Connecting people with information through libraries.*

New Jersey State Library | [Website](#)

