

# NJSL DIRECT

Weekly News Updates for New Jersey Libraries  
April 21, 2025

## State Library Updates

### NJ State Library Sessions at NJLA Conference

We are counting down the weeks until the annual [New Jersey Library Association conference](#) in Atlantic City on **May 28th-30th**! Registration is now open and we hope that you'll stop by our booth in the exhibit hall to say hello and attend some of the engaging presentations by NJ State Library staff. [Click here to see a schedule](#) of sessions led or moderated by our staff members.

### Grab Patrons' Attention with These Videos!

One of the best ways to get eyes on your content is to keep it short and sweet. If your library wants to start creating more short-form videos, we're sharing some inspiration in our latest marketing blog on where to start! [Click here to read](#).

## News from Around the State

### Digital Equity Training Program Grant

The New Jersey Department of Labor just released a new initiative dedicated to enhancing digital literacy and promoting equity across communities. Libraries are

vital partners in their mission. NJ DOL invites public libraries to apply and participate in this [Digital Equity Training Program grant opportunity](#).

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## NJ Historical Commission Seeking Digitized Resources

The New Jersey Historical Commission, a division of the Department of State, is compiling a list of online digital resources for each of New Jersey's 21 counties that are free and easily accessible online. They aim to connect teachers and students with accessible online archival resources about their hometown and/or county, directing them to digitized newspaper articles, letters, diaries, maps, census records, books, flyers, posters, photographs, and more.

This digital resources list, with resources listed in each county, will support the [History Happened Here](#) program, encouraging students to research and learn about history within and around their hometown and/or region. History Happened Here is a program of [RevolutionNJ](#) commemorating the 250th anniversary of the founding of the United States in 2026.

If you have **digital NJ county-level resources** to share, please email Bob Fenster at [robert.fenster@sos.nj.gov](mailto:robert.fenster@sos.nj.gov).

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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, feel free to share within your communities.

- [Coping with Deer](#) - April 23rd @ noon
  - [VIRTUAL AUTHOR TALK – Speaking Yiddish to Chickens: Holocaust Survivors on South Jersey Poultry Farms](#) - May 6th @ noon
  - [The Truth About Arthritis](#) - May 8th @ 12:30 p.m.
  - [Financial Side of College Graduation](#) - May 14th @ noon
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## 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](#) of 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:

- [Understanding the Algorithm](#)
- [Have Hashtags Gone Out of Style?](#)
- [Look Out for These Social Media Trends in 2025](#)
- [Inclusive Marketing for Libraries](#)
- [How to Fix a Creative Block in 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.*