

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
March 17, 2025

State Library Updates

Join Our Digital Equity Working Groups

The Office of Broadband Connectivity together with the New Jersey State Library will re-convene two working groups to provide input, guidance, and feedback on updating the Digital Equity Plan.

The Digital Equity Working Group and the Digital Equity Workforce Development Working Group will meet twice a month during hour-long virtual sessions through December 2025. [Click here](#) to learn more about each group's objective and fill out the interest form by **March 31, 2025**.

LCBA Featured Library Project: Newark Public Library

NJ State Library Talking Book & Braille Center (TBBC) Director, Adam Szczepaniak, and TBBC staff member, Scott Schornstaedt, recently visited the Newark Public Library to review the newly available resources which were funded by the State Library, through the NJ Library Construction Bond Act. [Click here to read](#) the highlights of the visit.

Apply for a REV 250 Grant by March 21st!

Last chance to apply for a ***REV 250: Examining the Semiquincentennial through a Jersey Lens*** grant, which 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. [Click here](#) to review the full guidelines, watch the recording of the informational webinar, view the Q&A document, and apply.

Understanding The Algorithm

Creating unique content is only half the battle of social media marketing, the other half is making sure it gets to the right audience. That's why it's important to understand how the algorithm works on each social media platform, so your library can adjust your strategy accordingly. [Click here](#) to read our latest marketing blog for tips on how to optimize your library's social content.

News from Around the State

NJ High School Voter Registration Week

Save the dates for NJ High School Voter Registration Week! This year the program will kick off with a week of action from **April 6-12th** and run through **May 20th**, the voter registration deadline for the Primary Election.

Please participate in this important non-partisan effort to register eligible 17 and 18 year old high school students. Consider organizing a voter registration activity focused on your young adult patrons during the program time period.

[Click here to fill out a form of participation](#). For any questions about NJ High School Voter Registration Week contact Eric Kipnis, Manager of Constituent Relations at NJDOS@sos.nj.gov.

"Prime Time Family Reading" Grant Opportunity from New Jersey Council for Humanities

This year, New Jersey Council for Humanities (NJCH) will become an affiliate of Prime Time Family Reading, a national program serving 6- to 10-year-old children and their families. During the six-week program, families share a meal before reading and discussing a children's book. Each program has a theme and the books and discussion allow families to delve deeply into the theme.

NJCH is looking for two public libraries in different parts of the state to serve as host sites to pilot this program in the coming year. Host sites help to recruit families, arrange for logistics, and host the programs, all with funding from NJCH.

[Click here to learn more and apply](#). The application deadline is **May 7, 2025** and NJCH will have a virtual information session about the program on **March 27, 2025 at 12:30 pm**. Questions? Contact gnaglak@njhumanities.org.

LibraryLinkNJ Seeking Executive Board Members

LibraryLinkNJ, the New Jersey Library Cooperative (LLNJ), is seeking strong library advocates to join its 15-member Executive Board to serve in the following positions, each serving a three-year term beginning July 1, 2025:

- Academic Library Representative
- Lay Representative
- Member-at-Large - three (3) positions available

[Click here to learn more and apply](#) by **March 24th, 2025**.

New Jersey Trails User Survey

The New Jersey Department of Environmental Protection (NJDEP) and New Jersey Department of Transportation (NJDOT) have launched a second online survey to better understand the needs, priorities, and impact of New Jersey's existing and potential trail users. Please feel free to share this survey with your patrons. [Click here](#) to access an outreach toolkit with marketing assets to share the survey, as well as the link to participate by **March 31st, 2025**.

Community Library Adult Literacy & Career Pathway Grant Program

The NJ Department of Labor & Workforce Development has announced that the Community Library Adult Literacy & Career Pathway Grant Program (CLALCP) is now open and accepting applications. The purpose of CLALCP is to complement existing Adult Literacy Services by providing an additional avenue for adult literacy, including digital literacy and access as well as career pathway training throughout New Jersey public libraries. [Click here to learn more and apply](#) by **March 28th, 2025**.

Consolidated Adult Basic Skills (ABS) and Integrated English Literacy and Civics Education (IELCE) Grant Program

The purpose of the Adult Education and Family Literacy Act (AEFLA) is to create a partnership among the Federal Government, States, and localities to provide, on a voluntary basis, adult education and literacy activities. These activities are to assist adults to become literate, attain a secondary school diploma, assist in educating their children, or assist immigrants in improving English language skills. [Click here to learn more and apply](#) by **April 4th, 2025**.

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 in March, feel free to share within your communities.

- [Know the Bear Facts: The Truth About Bears in New Jersey](#) - March 18th @ noon
 - [VIRTUAL AUTHOR TALK – New Jersey Women During World War II](#) - March 25th @ 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](#) 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:

- [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](#).

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New Jersey State Library | [Website](#)

