

# NJSL DIRECT

Weekly News Updates for New Jersey Libraries  
November 12, 2024

## State Library Updates

### Upcoming NJSL Presents Events

- [Introduction to Finding Grants](#) - November 19th @ noon
- [Financial Aid Information Session](#) - November 20th @ noon

### Requests for Quotations from the NJ State Library

#### ***Instructional Frameworks and Activities Designer***

Deadline: December 16, 2024

[Click here to read the full RFQ.](#)

#### ***Meeting Planner***

Deadline: December 2, 2024

[Click here to read the full RFQ.](#)

The Question & Answers document is now available [here](#).

## News from Around the State

## 2025 NJLA Conference Proposals

Proposals are being accepted for all events, including pre-conference programs, regular sessions, luncheons, meetings, section tables, and special/social events. The deadline to submit is **December 16**. For more information visit [njlaconference.info](http://njlaconference.info).

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## From Shelves to Social Media: Marketing Tips for Every Librarian

A new training has been added to LLNJ's Niche Academy LearningSpace called Library Marketing Made Easy, led by the engaging and experienced Kathy Dempsey. Known for her book *The Accidental Library Marketer* and a lifelong commitment to helping librarians promote their value, Kathy breaks down the essentials of marketing into manageable lessons you can put to work right away. [Learn more and register here](#).

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## New Jersey High School Consumer Bowl

The New Jersey High School Consumer Bowl is an educational competition for high school students across the state. Run by the New Jersey Division of Consumer Affairs, it was established in 1997 to educate young adults on a variety of consumer issues. [Click here](#) to learn more and access the promotional poster to share with students in your community. The entrance deadline has been extended to **November 18th**.

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## New Jersey Division of Aging Services Programs

The New Jersey Division of Aging Services (DoAS), an organization within the New Jersey Department of Human Services, administers a number of federal- and state-funded programs that provide assistance for everyday needs. [Click here](#) to learn more about DoAS programs and services.

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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:

- [Exploring AI in Library Marketing](#)
- [Instagram Threads: A Year Later](#)
- [How to Quantify Your Library's Social Media Efforts](#)
- [How to Master Social Media Automation](#)

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.*

