

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
January 16, 2024

State Library Updates

New Jersey State Library Year End Wrap-Up

Check out the [NJSL 2023 Year End Wrap-Up Report](#)! This is an overview of some of the many accomplishments at the New Jersey State Library during the 2023 calendar year.

Register Now for Annual New Directors Training

Join us for our annual New Directors Training that will once again be offered as a virtual event on **February 14th & February 21st**. These trainings are a way for the New Jersey State Library to support new directors in their role by covering a number of topics that are considered core knowledge for any leader of a public library in the state. Please note that while this training is geared toward new library directors, **ALL LIBRARY DIRECTORS ARE INVITED TO ATTEND!** [Click to learn more and register](#).

HeritageQuest Online Informational Webinar

Join HeritageQuest Online on **January 25th at 2pm** for a webinar covering Top Tips for Finding Family History. Learn about inaccurate Census Data results, U.S.

District maps, Naturalization records and more from this database available to all NJ residents. [Click to register](#).

Northstar Digital Literacy Training Opportunities

For libraries participating in Northstar Digital Literacy, there are a few virtual Northstar training opportunities coming up. The below sessions are being offered from 10 – 11:30am on the following dates:

- Overview of Northstar Features - **January 25th**
- Incorporating Digital Literacy Routines into ELL Instruction - **February 8th**
- Keeping Learners Motivated - **February 29th**

[Click to learn more and register](#)

Avoid These Video Marketing Mistakes!

We've gathered some common mistakes that are made in video marketing so that your team can avoid them and continue to connect with your patrons through thoughtful content. [Click to read](#).

News from Around the State

New Jersey's Open Libraries Tour Sign-Up

For six years, the popular NJ school library bus tour allowed pre-service LIS students, library colleagues, and school administrators to drive around the state and explore elementary, middle, and high school libraries hosted by exemplary professionals. The tour allows practitioners to see outside their own libraries and serves as a professional development and networking experience. Sign-Up is now open for the spring tour taking place **February 13 – 15, 2024**. [Click to learn more and plan your tour](#).

Feedback Desired for NJ Parent Link Website Redesign

The [NJ Parent Link website](#) (under the NJ Department of Health) is slated for redesign in 2024. The focus of this website is to serve as an online resource for expectant and new parents; families with children, youth & young adults; and professional stakeholders vested in the health, education & well-being of New Jersey's children & families. Feel free to take the opportunity to participate in a feedback survey **before the end of January** to assist with the website redesign. [Click here to take survey](#). Questions? Contact [Jamie Anderson](#), NJ Parent Link Administrator, 609-475-2694.

Spread Awareness for NJ FamilyCare

The New Jersey Division of Medical Assistance and Health Services (DMAHS) would like your help in spreading awareness in your community about important eligibility information for [NJ FamilyCare](#) (New Jersey's Medicaid and Children's Health Insurance Program) and supporting members with completing their renewal applications. Libraries can help by sharing information on renewals with community members, displaying the below flyers, and encouraging members to use public computers to complete renewal applications. [Click here for more information on how to assist](#). Questions? Contact DMAHS.CommunityCollab@dhs.nj.gov.

- [Flyer \(English\)](#)
 - [Flyer \(Spanish\)](#)
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2024-2025 Scholarship Opportunities Available

In partnership with the New Jersey State Library, Library Link NJ, and Rutgers University, the New Jersey Library Association (NJLA) will provide scholarships for the Fall Semester (September 2024) and the Winter/Spring semester (January 2025). [Click to learn more](#).

National Opportunities

Participate in Frederick Douglass Transcription Celebration

Most of us know **February 14th** as Valentine's Day, but there's another reason to love the day -- Frederick Douglass celebrated his birthday on that date, now observed annually as Douglass Day. This year, the Library of Congress volunteer transcription program [By the People](#) invites you to learn more about his life on Douglass Day 2024 by joining a transcribe-a-thon of letters from the Frederick Douglass Papers! [Click to learn more and register.](#)

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.

[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:

- [Best Types of Social Media Content for 2024](#)
- [How to Improve Website SEO](#)
- [Ten Reasons to Visit Your Local Public Library](#)
- [Tips for Consistently Engaging Facebook Content](#)

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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