

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
September 30, 2024

State Library Updates

Celebrate National Family History Month with Us!

NJSL Presents has organized events this month that celebrate our history and the ways we can utilize statewide resources to learn more about our ancestors. Feel free to virtually attend the following webinars and explore new techniques in researching genealogy. [Click here to learn more and register.](#)

Exploring AI in Library Marketing

Artificial Intelligence (AI) was initially introduced to the general public about two years ago and through use and research, tools have become more refined over the years. Check out our latest marketing blog if you're open to incorporating AI into your library's marketing, but want to learn more about it! [Click to read.](#)

News from Around the State

Diversity & Outreach Unconference 2024: Community Partners

The Diversity & Outreach Section, in collaboration with the Library Workers of Color (LWOC) Section, invites you to their biannual Unconference on **Wednesday, October 16, 2024** at Princeton University. This year's theme is Community Partners, and discussion proposals are welcome from all in attendance, on topics ranging from EDI, Community Engagement & Partnerships, Outreach, Mental Health & Wellness Support, and Advocacy. [Click here to learn more and register](#) by **Friday, October 11th**.

National Opportunities

Get Ready for Digital Inclusion Week!

This year's [Digital Inclusion Week](#) is scheduled for **October 7-11, 2024**. The National Digital Inclusion Alliance organizes this annual week of awareness, recognition, and celebration to spotlight digital equity work in communities and organizations across the country. Libraries can participate by hosting local events, such as digital skills workshops or technology classes, and [registering them](#) on the Digital Inclusion Week website. Library staff can also take part in scheduled webinars, events, and professional development hosted by other organizations.

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 September, feel free to share within your communities.

- [Garden State Genealogy: Records of the NJ State Archives](#) - October 1st @ noon

- [Strength Through Healing: The NJ Office of Resilience](#) - October 3rd @ noon
- [Using AI in Genealogy](#) - October 8th @ noon
- [Introduction to Medicare](#) - October 23rd @ noon
- [Women Ancestors in New Jersey](#) - October 29th @ 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:

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

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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