

# NJSL DIRECT

Weekly News Updates for New Jersey Libraries  
August 12, 2024

## State Library Updates

### Join Us in Shaping the Future of EDI Training for NJ Library Leaders

We're excited to invite you to participate in the Equity, Diversity, and Inclusion (EDI) Training Needs Survey for Library Leaders. As a library leader or aspiring library leader, your insights are invaluable in helping us develop a comprehensive toolkit and training programs tailored to the unique needs of library staff across New Jersey.

**Purpose of the Survey:**

- **Assess Current Needs:** Understand the specific EDI skills and areas library leaders need to develop.
- **Identify Gaps:** Discover existing training resources and uncover areas that require more focus.
- **Shape Future Training:** Tailor our training offerings to be relevant, effective, and impactful.

Your participation will help us create training that supports your leadership journey and fosters a more inclusive library environment. [Click here to take the survey](#) by **August 30th**. For questions or concerns, please email [lyu@librarylinknj.org](mailto:lyu@librarylinknj.org).

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## Bring a Digital Navigator to Your Library!

The New Jersey State Library is now accepting applications from libraries to participate in the Digital Navigator Corps. Six AmeriCorps members will be placed in six New Jersey public libraries through this program. An informational webinar about this program is scheduled on August 20, 2024 at 11:00am. [Click here to learn more and register](#). The deadline for libraries to apply is **September 15, 2024**. Questions? Contact Andrea Levandowski: [alevandowski@njstatelib.org](mailto:alevandowski@njstatelib.org).

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## News from Around the State

### Call for Volunteers with New Jersey Blood Center

The New Jersey Blood Center is seeking volunteers and would appreciate the help from NJ public libraries in getting the word out. Volunteers are needed for all sorts of rolls and they have opportunities to fit any schedule. Feel free to [print this flyer](#) and display it on your library's bulletin board or share as handouts to patrons who might be interested!

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## National Opportunities

### Applications Are Now Open for PLA Digital Literacy Workshop Incentives!

The Public Library Association (PLA) is pleased to announce expanded digital literacy funding opportunities and resources for public libraries, powered by a generous \$2.7 million contribution from AT&T. Since 2022, the PLA Digital Literacy Workshop Incentives have helped nearly 400 public libraries conduct more than 3,800 workshops, training more than 19,000 learners across the country.

Applications are now open for this year's incentive opportunities:

- PLA Digital Literacy Workshop Incentive, supported by AT&T—This program will award \$10,000 to large public libraries and \$5,000 to small public libraries, as well as provide the necessary training resources, to conduct workshops that teach basic digital literacy skills using PLA's DigitalLearn courses and training materials.
- PLA Digital Navigator Workshop Incentive, supported by AT&T—This new pilot program will award \$4,000 to public libraries with digital navigators to utilize DigitalLearn materials and resources. Libraries must already have a digital navigator to apply.

Applications for both incentives will close **Friday, October 18, 2024**. [Click here to learn more and apply.](#)

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## NJSL Presents August 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 August, feel free to share within your communities.

- [Estate Planning Boot Camp Part 2](#) - August 14th @ noon
- [VIRTUAL AUTHOR TALK – Vandalia: The Rise and Fall of Major William Trent's Proposed Colony](#) - August 15th @ noon
- [Introduction to Proposal Writing](#) - August 20th @ 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:

- [How to Quantify Your Library's Social Media Efforts](#)
- [How to Master Social Media Automation](#)
- [Marketing Your Library on YouTube](#)
- [Five Tips for Managing Your Library's Social Media](#)

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.*

New Jersey State Library | [Website](#)

