

# NJSL DIRECT

Weekly News Updates for New Jersey Libraries  
November 18, 2024

## State Library Updates

### Libraries Chosen to Participate in Digital Navigation Corps

The New Jersey State Library is happy to announce the six libraries selected to participate in the Digital Navigation Corps, an initiative led by Literacy Minnesota to bring full-time AmeriCorps members organizations in high-need communities. [Click here to see the selected libraries.](#)

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### 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](#).

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## News from Around the State

### New Jersey Libraries and Schools Named James Patterson Bonus Recipients!

In celebration of his latest nonfiction title, “The Secret Lives of Booksellers & Librarians,” world’s bestselling author James Patterson has honored select American Library Association members with \$200 bonuses. Congratulations to the New Jersey schools and libraries listed below who were selected!

- Forked River Elementary School Library, Forked River, New Jersey
- Hasbrouck Heights, Hasbrouck Heights, New Jersey
- Highland Park Public Library, Highland Park, New Jersey
- Liberty Corner School Library, Bernards Township, New Jersey
- North Hunterdon High School, Annandale, New Jersey
- Piscataway Public Library, Westergard Branch, Piscataway, New Jersey
- Wanaque Public Library, Wanaque, New Jersey
- Wood-Ridge Memorial Library, Wood-Ridge, New Jersey

[Click here to see full list of recipients.](#)

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### 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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## National Opportunities

### Help Shape the Future of Black History Month Programming in Public Libraries

Your public library might be one of 6000 that will receive an email invitation to participate in a nationally representative online survey. The survey seeks to capture current Black History Month (BHM) programming practices across the U.S. in public libraries of widely varying size and location, as guidance for improving and strengthening BHM programming in libraries for the next 50 years.

Your participation in the survey is confidential. You may find more information about the project [here](#) and on the [project website](#). The research is IMLS funded, and being conducted by the University of Michigan in partnership with the Public Library Association and the Black Caucus of the American Library Association.

The email invitations will be sent from [library.project@umich.edu](mailto:library.project@umich.edu), with the subject line "IMLS-funded study."

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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.*

New Jersey State Library | [Website](#)

