

**From:** [New Jersey State Library](#)  
**To:** [Patt Ferrari](#)  
**Subject:** NJSL Direct - News for NJ Libraries from the NJ State Library  
**Date:** Monday, March 7, 2022 12:04:34 PM



# NJSL DIRECT

Weekly News Updates for New Jersey Libraries

March 7, 2022

## Updates & Opportunities

### Post EDI Town Hall Meeting - Thank you and Next Steps

A message to the library community from LibraryLinkNJ, NJ Library Association, and NJ State Library leadership. [Read here.](#)

### Communication Access Grants

The NJ Human Services' Division of the Deaf and Hard of Hearing has announced an exciting funding opportunity available to all counties to improve communication and language access for deaf, hard of hearing and deaf-blind New Jerseyans. Through a Request for Letters of Interest, interested counties can request up to \$75,000 in grant funds for language and communication access projects. [Learn more.](#)

### Brainfuse Training Opportunities This Month

All New Jersey public libraries have access to the Brainfuse HelpNow program that provides homework help and resources for students. Brainfuse will be offering three separate training webinars for librarians on **March 8th, 16th, and 31st**. Recordings will be available after each session on YouTube. [Click to Learn More and Register.](#)

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## Summer Reading Program Software for 2022

The New Jersey State Library's contract with READSquared was set to expire at the end of April 2022. While decisions are being made about electronic resources through a statewide process, State Librarian Jen Nelson approved an extension of contract through September 30, 2022. We hope that this helps New Jersey public libraries plan for their summer reading activities. Please know that this extension does not mean that READ Squared, or any other Summer Reading Program, will be renewed past September 2022.

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## Upcoming LibraryLinkNJ Events

The New Jersey Library Cooperative offers many free virtual events for library staff to connect or learn more about engaging topics related to the field. Feel free to check out what's coming up this month at LLNJ. Click each event to register and learn more.

- March 16th 10AM - 12PM, [LGBT from A to Z: A Library Worker's Primer](#)
  - March 17th 2PM - 3PM, [Panel Discussion: Moves and Transitions: Fulfilling Career Pathways](#)
  - March 30th, 2PM - 3PM, [Skill-Sharing Conversation: Chat Reference](#)
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## NJSL Continues to License Homeless Institute

New Jersey State Library continues to license the Homeless Institute for all public library staff through June 30th, 2022. The Homeless Institute includes training on a variety of topics including body language, hoarding, and problem behaviors related to COVID-19. [Click here to access the material.](#)

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## How to Send an Email Newsletter Your Patrons Will Read

In order to keep patrons reading your newsletters and perhaps increase subscribers, we've gathered some top tips for crafting an email that is both informative and engaging. [Click to Read.](#)

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# Library Marketing Resources

If your library is looking for marketing tips, best practices and inspiration, check out our [Marketing Blog](#) updated weekly. Here's our most recent blog posts:

- [Beware of These 5 Marketing Mistakes](#)
- [Setting Up Website Navigation](#)
- [Do's and Don'ts of Press Releases](#)
- [Instant Ways to Boost Your Audience on Instagram](#)

Download marketing resources from State Library Vendors & Partners [here](#).

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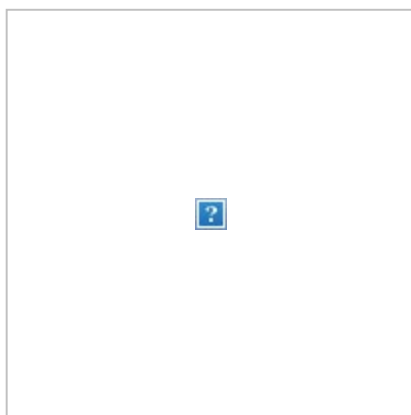


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