From: New Jersey State Library
To: Patt Ferrari
Subject: NJSL Direct - News for NJ Libraries from the NJ State Library
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NJSL DIRECT

Weekly News Updates for New Jersey Libraries
November 1, 2021

Updates & Opportunities

Telehealth Program Opportunity for NJ Public Libraries

Learn how your library can provide telehealth resources and services to your community. Free technology and training provided! This new program, administered by the New Jersey State Library, and implemented by *Just For The Health Of It* at East Brunswick Public Library, addresses inequities through a combination of technology that offers links to telemedicine apps for doctor appointments, access to certified consumer health librarians, and links to COVID and high quality health literacy resources. Join us for an informational presentation on **November 16th at 2PM** to find out more.
Learn More & Register Here.

New Research Underscores Role Museums & Libraries Play to Create Healthier, More Equitable America

The Institute of Museum and Library Services, in partnership with Reinvestment Fund, have released a new study, **Understanding the Social Wellbeing Impacts of the Nation's Libraries and Museums**, which examines the role of museums and libraries in promoting social wellbeing in communities across the United States. **Read the full IMLS press release here.**

PLA Launches Benchmark, a New Tool for Library Planning & Advocacy

Benchmark: Library Metrics and Trends provides libraries with data visualizations and peer comparisons that can help libraries plan, make informed decisions, and tell the story of their impact. Through Benchmark, library workers have access to a centralized collection of their library data. Register for a free webinar, **Introducing Benchmark: Library Metrics and Trends**, to be held on **Nov. 8, 2021, at 2:00 PM Eastern** to learn more.

In addition, all public libraries are invited to complete the 2021 Public Library Staff and Diversity Survey to help PLA better understand public library staff roles, hiring and retention practices, and equity, diversity, and inclusion work. Log into your library's **Benchmark** account to complete the survey. The survey deadline is **Dec. 10, 2021.**

Submit Program Proposals for 2022 NJLA Conference

Program proposals are being accepted now through November 30th for the **2022 New Jersey Library Association Conference**. The Conference will be *June 1-3, 2022,*at Harrah's Waterfront Conference Center in Atlantic City, NJ. Proposals will be accepted via **online submission**. There are no restrictions regarding who may submit a proposal.

Mentor NJ Online Meet-Up: Support For Intellectual Freedom Fighters

MentorNJ has announced that on **Wednesday, November 10th from 4-5pm** they will host a special MentorNJ Online Meetup designed to address issues of intellectual freedom and the unprecedented attacks not only on library materials themselves, but on the library workers purchasing, promoting, and defending them. **Learn More & Register here.**.

New Grant Opportunity from NJ Dept. of Labor

The NJ Dept. of Labor & Workforce Development has a new grant opportunity for libraries. For more information and to view the application, please visit the Community Library NGO posting at: **https://www.nj.gov/labor/research-info/grants.shtml**. **Application Deadline: November 30, 2021**

The Secrets to a Successful Library Facebook Page

Facebook is the most used social media platform and we've got all the secrets to make sure you're getting the most out of your library Facebook page!
Click to Read.

Grant Opportunity for Rural, Small & Tribal Libraries

Penguin Random House and the Association for Rural and Small Libraries have launched a new grant program to recognize rural, small and tribal libraries that support underserved communities in the U.S. and U.S. territories. The program will award grants of up to $2,500 to libraries that demonstrate a true need. **Learn More & Apply Here.**

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:

- How To Market Your Library To Teens
- Creating Website Design Through User Journeys
- How to Make Your Website and Social Media More Accessible

Download marketing resources from State Library Vendors & Partners **here**.

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New Jersey State Library | 185 West State Street, P.O. Box 520, Trenton, NJ 08625-0520

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