

# NJSL DIRECT

Weekly News Updates for New Jersey Libraries  
March 25, 2024

## State Library Updates

### New Jersey State Library Update - March 2024

Please take a moment to review [a report](#) on NJSL's March 2024 updates, from State Librarian Jen Nelson.

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### 13th Annual NJ State Library Talking Book & Braille Center Golf Classic

Registration is now open for our 13th annual NJ State Library Talking Book & Braille Center Golf Classic on **June 18th!** Proudly sponsored by The Friends of the New Jersey State Library for the Blind & Handicapped, [click to learn more and register](#) for this year's event.

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### JerseyConnect Resources for Your Library

Join LibraryLinkNJ and the NJ State Library for a virtual webinar **tomorrow, March 26th at 2:30 p.m.** The State Library's Associate Director of IT, David Dean, will cover all that JerseyConnect has to offer your library and include quick examples of how these services can be used. [Click to learn more and register.](#)

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### Register for State Aid and Library Network Regulation Listening Sessions

The New Jersey State Library has embarked upon the process of renewing the regulations that govern Per Capita State Aid and the New Jersey Library Network (of which LibraryLinkNJ is a part). These regulations shape the landscape of libraries and librarianship in New Jersey. All of us who work in libraries throughout the State are affected in some way by Per Capita State Aid and the Library Network. We greatly value your experience and insight and would like to hear your thoughts about these regulations at two listening sessions in April. Each of the listening sessions will cover both sets of regulations so it is unnecessary to sign up for both sessions. Click each date to register.

- [April 17th, 3pm](#)
- [April 18th, 11am](#)

Prior to participating in these sessions we ask that you familiarize yourself with the regulations as they stand now. The text of the regulations can be found at the following links:

- [Per Capita State Aid](#)
- [Library Network](#)

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## JerseyClicks Upcoming Training Sessions

This spring, brush up on these databases offered through JerseyClicks! The below sessions are being offered at 2pm on the following dates:

- Data Axle Presents: Reference Solutions For Business Expansion - **April 4th**
- EBSCO Presents: EBSCO's Resources for Academic Research - **April 25th**
- Gale Presents: Peterson's Test and Career Prep: Basic Skills and ESL Resources - **May 7th**

[Click to learn more and register](#)

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## Five Tips for Managing Your Library's Social Media

Running your library's social media could seem overwhelming but it can be easily managed by following these five tips from our latest marketing blog. [Click to read.](#)

**News from Around the State**

## NJ Family Care Social Media for StayCoveredNJ

The New Jersey Department of Health Services requests your assistance in promoting materials for the completion of Medicaid renewal packets. [Click here to learn more.](#)

## National Opportunities

### National Climate Action Strategy: Strategy Implementation Survey

The [American Library Association \(ALA\)](#) and [Sustainable Libraries Initiative \(SLI\)](#) have partnered to create a National Climate Action Strategy for U.S. Libraries. In order to inform this strategy and expedite the implementation of the strategy in libraries, ALA and SLI are seeking feedback from the field. The results will inform the implementation section of the strategy document which is scheduled to be released in June 2024 at the [ALA Annual Conference](#) in San Diego, CA.

This survey is intended for library leaders. The Working Group identifies library leaders as **ALL** library workers and trustees given each person's sphere of influence to make a difference on the topic of climate action.

**The survey should take 8-10 minutes to complete.** It will remain open until **Friday, April 5, 2024**. Instructions are provided at the end of the survey on how to enter the drawing for one of two National Parks Annual Passes provided by the ALA Sustainability Round Table. [Click here to take the survey.](#)

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### #LibraryGivingDay 2024

#LibraryGivingDay is a one-day fundraising event with the goal of encouraging people who depend on and enjoy public libraries to donate to their individual library system. And in turn, that support will go toward the incredible programs, services and materials provided by local libraries all over the country. The next #LibraryGivingDay is **April 3, 2024**. [Click here](#) to join the movement, download the campaign tools and start planning.

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### Entrepreneurship & Libraries Conference 2024 Pitch Competition

The Entrepreneurship & Libraries Conference is offering their pitch competition again this spring. They'll be kicking things off with a Zoom workshop on **March 27th, 1-2:15 p.m.** on how libraries can make effective pitches to engage with local entrepreneurs, job hunters, nonprofits, and economic development initiatives. [Click to learn more and register.](#)

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## Overview of the Institute of Museum and Library Services (IMLS) Grants, Research, and Policy Work

Taking place on Thursday, April 11th at 2:00 p.m., this webinar will provide an overview of the largest federal funder of libraries, the Institute of Museum and Library Services (IMLS). Whether through its Grants to States program, direct grants from IMLS, or national-level initiatives, research, and policy, participants will learn about available opportunities and how to get started. [Click here to learn more and register.](#)

## Upcoming NJSL Presents Webinars

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. Here's what we have coming up, feel free to share within your communities!

- [Introduction to Brain Injury](#) - March 27th @ noon
- [Distracted Driving Tips for Road Safety](#) - April 12th @ 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.

[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 Increase Instagram Engagement](#)
- [Avoid These Video Marketing Mistakes!](#)
- [Best Types of Social Media Content for 2024](#)
- [How to Improve Website SEO](#)

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](#).

[Click to Connect with the NJSL Library Development Unit](#)

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