

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
February 28, 2023

Updates & Opportunities

Beyond Books: Statewide Marketing Campaign for NJ Public Libraries

The NJ State Library, LibraryLinkNJ, NJLA & Libraries Are Essential are excited to announce a statewide marketing campaign to help promote NJ public libraries. Our goal is to dispell the common misperception that libraries are just repositories for books. Libraries are beyond books! New Jersey's public libraries are vibrant community hubs, and we need your help making that message clear. The team is busy working on a marketing toolkit that you can easily share with your communities. But first we need your help coming up with a campaign name and slogan! Visit our "Beyond Books" marketing campaign webpage to watch a brief video and for more information: <https://www.njstatelib.org/beyondbooks>. Idea submissions will be accepted until **March 31st**. Looking forward to hearing from you!

Last Chance to Register! Libraries Without Borders Info Session

Libraries Without Borders-US (LWB-US) is a nonprofit that works to expand the outreach of public libraries. Currently they're partnering with public libraries across the state of Connecticut to conduct community needs assessments and

implement strategic interventions for previously unserved or underserved communities. The end result will position these libraries to better serve people who might not typically use libraries. If this sounds interesting, join NJSL State Librarian Jen Nelson, Aaron Greenberg (Executive Director, LWB) and Nina Safane (Chief Operating Officer, LWB) for an informational webinar on **Tuesday, March 7, 2023 from 1-2PM** to learn more. You'll also have a chance to help determine if there is similar work that needs to be done in New Jersey. [Click here to register and learn more.](#) Contact [Jen Nelson](#) if you have questions or would like additional information.

Reminder: Submissions Due for Inaugural 90 Second Newbery Award Film Festival

Over the past several weeks, youth services staff in NJ libraries have been encouraging the youth they work with, ages 9 -18, to make their own short videos retelling the plot of a Newbery Award winning book in just 90 seconds! This is a friendly reminder that submissions are due on **March 3rd**.

[Click to learn more.](#)

Naloxone Training Opportunities

Join Robert Wood Johnson Medical School and the New Jersey Department of Human Services for a free, virtual training about overdose death prevention strategies, including the appropriate administration of naloxone and rescue breathing. Sessions will be held on **March 13th and 29th from 1:00-2:30pm**. Sessions will NOT be recorded. [Click here to learn more and register.](#)

SWILIBS-NJ Project Application Form

You are invited! The New Jersey State Library is now accepting applications to participate in 'Social Work Informed Library Services in New Jersey', a project developed to address the critical social service needs of the patrons in libraries. **Application Deadline: March 15th.** [Click to learn more and apply.](#)

CLACP Project Final Report Webinar

This session on **March 22nd at 2pm** will highlight findings and lessons learned from the John J. Heldrich Center's evaluation of the New Jersey Department of Labor and Workforce Development's Community Library Adult Literacy and Career Pathways (CLALCP) Grant. [Click to learn more and register.](#)

Let's Move in Libraries Online Conversations

[Let's Move in Libraries](#) is an international initiative to get people of all ages and abilities on the path to health. During the month of April, Let's Move in Libraries will host a series of online conversations on community collaboration and community health. Each conversation features 2-4 librarians sharing their experiences working collaboratively with others to promote community health. After the discussion, you're invited to stay in the room for a half hour open conversation about that week's topic. Each conversation takes place on a Thursday in **April, 2023**. Recordings will be shared on the [Let's Move in Libraries YouTube channel](#). This event will also feature the launch of a Toolkit you can use to inject new energy into your health programs and partnerships. [Click to learn more.](#)

Congressional Earmarks and Libraries

ALA has shared opportunities for libraries to request earmark funding from their Congressmembers in the upcoming fiscal year 2024 appropriations bills. Although most Congressmembers have not announced application dates yet, links can be found for Senator Booker and Senator Menendez for New Jersey libraries. [Click to learn more.](#)

Virtual Listening Sessions for NJ Residents

On **Tuesday, March 14th, at 10am**, and **Tuesday, March 21st, at 5pm**, the New Jersey Age-Friendly Advisory Council and the New Jersey Department of Human Services will be holding two virtual listening sessions to hear from New Jersey residents about how to make the state a better place for all ages. They would appreciate your help in spreading the word about these listening sessions to the older adults and community members that might be interested. [View flyer.](#)

Free Homeless Training Opportunities

- [Conflict Prevention Training](#) will be available to download through **March 31st** and covers simple tools that prevent conflict with vulnerable customers.
- [Conflict Prevention Challenge](#) is a virtual training from **March 6th-31st** that allows participants to practice simple tools that prevent conflict through a fun competition with your co-workers. Once registered, you'll check in daily to mark completed tasks and have a new topic to focus on each week.

Feel free to share these opportunities with others through [this flyer](#). Email Crystal at crystal@homelesstraining.com with any questions.

Inspiration for Library Reels

If you'd like your library to become more engaged with making Instagram Reels but feel like you don't have the resources or skillset to do so, check out our recent marketing blog on for simple ideas for short video content. [Click to read.](#)

Don't miss these free CE Opportunities!

Check out the upcoming LYRASIS CE opportunities on their [calendar here](#).

[Click here for a monthly national list](#) of **FREE** NJSL and National CE and Professional Development opportunities for librarians, trustees, and library staffs.

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:

- [A Resource Guide to Social Media in 2023](#)
- [Social Media Trends for 2023](#)
- [Stop Being Annoying on Social Media](#)

- [Tips for Checking Social Video Engagement](#)

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

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