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
August 22, 2022

Updates & Opportunities

New Jersey State Library Update - August 2022

Please take. a moment to review **a report** on NJSL's August 2022 updates, from State Librarian Jen Nelson.

2023-2027 Five-Year LSTA Strategic Plan

As the State Library Administrative Agency for New Jersey, NJSL is responsible for carrying out the provisions of LSTA in New Jersey. In order to be eligible to receive LSTA funds, the State Library must submit a five-year plan that outlines how the state agency intends to utilize the Federal funds in accordance with nine purposes enumerated in the LSTA language. The five-year plan must include a needs assessment as well as goals, activities, and processes that will be used to evaluate the state agency's progress toward its goals.

View the 2023-2027 LSTA Five-Year Strategic Plan

For more information about LSTA,
visit: **https://www.njstatelib.org/about/budget/lsta/**

Employment Opportunity at the State Library

The New Jersey State Library is seeking the right candidate for the role of Project Specialist, Shared Services. Under the direction of the Deputy State Librarian for Library Development, the Project Specialist, Shared Services engages in a wide-range of activities that promote the use of shared services and resources across the state. **Click for Job Description.**

Long Branch Public Library and Fresh Start Featured in Public Libraries

We're proud to share that Long Branch Public Library (LBPL) and the Fresh Start program were featured in the May/June Edition of Public Libraries, the national publication from Public Library Association. An article entitled "*Partners in Libraries - Social Work Students and the Justice-Involved"* by Sarah Johnson and Margaret Paauw includes interviews with the LBPL staff and references the Fresh Start program. **Click here to read.**

New Jersey State Library Appoints Maria Baratta as Director of the State Library Information Center

New Jersey State Librarian Jen Nelson has announced that Maria Baratta has been named the State Library's new Director of the State Library Information Center (SLIC). Reporting to the State Librarian, Baratta will direct all aspects of SLIC, including the research library's collection, services and a staff of more than 40. She will start in her new capacity immediately. **Click to learn more.**

Register Now for NJLibsGrowBiz Summit This Fall

The 2022 NJLibsGrowBiz Summit will be held virtually on **September 15, 2022** from 10am-2pm. This mini-conference will focus on the role libraries can play in economic development and share creative ways libraries can start or grow their business outreach and services. The keynote address from Samira Cook Gaines, Managing Director of Strategic Partnerships at Rising Tide Capital, will provide guidance to librarians on how to create inclusive policies, programs, and partnerships that will support under-resourced entrepreneurs and make library programs more equitable. **Click to learn more and register.** Questions and feedback can be shared with Andrea Levandowski, alevandowski@njstatelib.org.

Register Now for New Jersey Library's Virtual Trustee Institute

Registration is now open for the **Virtual Trustee Institute** co-hosted by the New Jersey State Library and the New Jersey Library Trustee Association. This event will take place **October 8th from 9AM-4PM**. **Learn more and register.**

Gale Presents: Peterson's Test and Career Prep Training

Curious how your **JerseyClicks** resource, *Gale Presents: Peterson's Test and Career Prep*, is being used? Join us for a webinar on **Thursday, September 8th from 10:00 - 11:00 AM ET** to explore Gale's Usage Dashboard. We'll also provide library staff with a quick walkthrough of Gale's app, Access My Library. This session will be recorded for those who can't attend.
Click here to register to attend or receive the recording.

If you have any questions, feel free to reach out to us at JerseyClicks@njstatelib.org

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NJ Division of Taxation's Public Outreach Series

The New Jersey Division of Taxation's education and outreach unit, Taxation University, is offering a new public outreach series called "Between the Lines." This series offers free tax seminars, small business workshops, and resource events to help taxpayers better understand New Jersey taxes and property tax relief programs. Seminars are currently virtual and registration is required. On **September 14 from 10:00am-12:00pm**, the topic will be Property Tax relief.
Click here for more information.
Click here for informational flyer.

2022 Summer Reading Program Survey Open

Attention all public library staff who played an active role in administering 2022 summer library programming! Please fill out the **Collaborative Summer Library Program (CSLP)** summer reading survey. This survey was created so CSLP can better assess the usefulness of the materials offered by the program on a national level to better serve you, the CSLP membership!

Please wait until your summer program has ended to complete the survey. The deadline to complete the survey is **September 9, 2022**. If you want to view the survey in PDF form before you fill it out, you can find it **here**. Questions? Contact

Sharon Rawlins, Youth Services Specialist, NJ State Library at srawlins@njstatelib.org.

Click Here to Access Survey.

Research Institute for Public Libraries

Save the Date! The next Research Institute for Public Libraries (RIPL) national event will occur **July 23-26, 2023** in Madison, Wisconsin. RIPL's event provides hands-on, experiential learning; an immersive, camp-like experience; and the opportunity to connect with instructors and library staff from around the US and beyond who are passionate about creating data-powered libraries.
Learn more about RIPL 2023 at **Click to learn more.**. **Registration will open February 13, 2023.**

Creative Aging Initiative Grant Opportunity

The Creative Aging Initiative grant provides $10,000 to eligible arts organizations, libraries, veterans homes, and senior and community centers to cover costs for two 8-day residencies for New Jersey seniors/aging adults. The deadline to apply is **September 29, 2022**, but technical assistance webinars and virtual office hours for CAI will be offered throughout the month. You can see the full schedule **here**.

Click here for grant guidelines.

Online Video Editing for Beginners

Learn about the top online video editing tools that are great for beginners on a small budget from our latest marketing blog. **Read post 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:

- Creating A Library Social Media Strategy
- How To Use TikTok For Your Library
- Refresh Your Library Social Media Content with These Five Ideas
- What to Know About SEO

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

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