

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
January 23, 2023

Updates & Opportunities

Save the Dates - Virtual New Directors Training

Join us for our annual New Directors Training that will once again be offered as a virtual event on **February 15th and 22nd**. As a new director, NJSL is here to support you in your role by offering basic training on a number of topics that are considered core knowledge for any leader of a public library in the state. Please note that while this training is geared toward new library directors, all library directors are invited to attend!

[Click here to register and learn more.](#)

[Click here to download flyer.](#)

NJSL to Award Additional Northstar Digital Literacy Licenses

Since November 2021, the New Jersey State Library has offered licenses for Northstar Digital Literacy to sixty public libraries that signed up or through their participation in NJSL + Partners Hub, Spokes, and Access Navigators. The NJSL is now adding 25 licenses beginning in January 2023 to bring the total number of libraries offering this resource to 85. [Click to learn more.](#)

NJ FamilyCare Health Care Expanded Eligibility

Governor Murphy encourages New Jersey libraries to spread the news! As of January 1, 2023, income eligible children under 19 can now obtain medical coverage in New Jersey regardless of immigration status through the "Cover All Kids" campaign. [Click to learn more.](#) Please feel free to share this information with your patrons.

[Click here to download flyers in English.](#)

[Click here to download flyers in Spanish.](#)

NJ SNAP Extra Benefits Ending February 2023

In March 2020, the U.S. Congress authorized SNAP emergency allotments to help individuals and families with low-incomes deal with the hardships of the COVID-19 pandemic. As a result, NJ Human Services has issued these extra benefits to all NJ SNAP households totaling more than \$2 billion in additional SNAP assistance since March 2020. **The emergency allotments will end on February 28, 2023 and starting in March, SNAP households will return to their regular SNAP benefit amounts.**

NJ Human Services asks for help in sharing the word about this important change so families enrolled in SNAP can plan for this adjustment in benefit. [Click here for a downloadable flyer](#) available in 21 languages explaining the benefit change.

ALA's Great Stories Club Grant Opportunity

ALA invites library workers to apply for [ALA's Great Stories Club \(GSC\)](#), a thematic reading and discussion program that engages teens who are facing difficult challenges through literature-based library outreach programs.

[Visit the project guidelines](#) and [apply online](#) by March 15, 2023.

ELC 2023 Pitch Competition for Libraries Free Workshop

Prepare for this year's ELC Pitch Competition with a free workshop via Zoom on **Feb. 16, 3-4:15pm Eastern**. Join to learn how libraries can make effective pitches to engage with local entrepreneurs, job hunters, nonprofits, and economic development initiatives. [Click here to register and learn more.](#)

A Resource Guide to Social Media in 2023

Social media is an ever-changing landscape and it can be overwhelming for library staff to stay on top of the best practices for each network while also creating original content. That's why we created this guide of resources that you can reference as you plan out your library's social media strategy for the year. [Click to Read.](#)

Don't miss these free CE Opportunities!

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

Each month, Wyoming State Library creates a national list of **FREE** NJSL and National CE and Professional Development opportunities for librarians, trustees, and library staffs. [Click here to access this month's list.](#) Download the January 2023 calendar:

- [Word doc](#)
 - [PDF](#)
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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:

- [Social Media Trends for 2023](#)
- [Stop Being Annoying on Social Media](#)
- [Tips for Checking Social Video Engagement](#)
- [The Secret of Successful YouTube Hashtags](#)

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

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