

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
November 25, 2024

State Library Updates

Nationwide Recipe Project for Talking Book & Braille Patrons

If you have patrons of the New Jersey State Library Talking Book and Braille Center in your community, let them know about this nationwide opportunity they can participate in. We invite TBBC patrons and NLS staff members to reminisce about beloved homemade meals and treats for “The Community Table,” a unique collection that will be produced in audio, braille, and (eventually) large print.

[Click to learn more.](#)

NJ State Marketplace Affordable Care Act Guide

Please feel free to share our Affordable Care Act Guide with your patrons. It includes important dates and deadlines for enrollment as well as other resources, enrollment guides, and tips on choosing the right plan. [Click here to access.](#)

How to Fix a Creative Block in Marketing

Learn some new tips from our latest marketing blog for getting out of a creative block and back to producing content that promotes your library’s services and connects your community! [Click to read.](#)

Requests for Quotations from the NJ State Library

Instructional Frameworks and Activities Designer

Deadline: December 16, 2024

[Click here to read the full RFQ.](#)

Meeting Planner

Deadline: December 2, 2024

[Click here to read the full RFQ.](#)

The Question & Answers document is now available [here](#).

News from Around the State

LibraryLinkNJ Announces Statewide Spanish Language Pilot Program

LibraryLinkNJ announced a statewide pilot program designed to help New Jersey library staff working in Spanish-speaking communities who wish to improve their Spanish language skills. ¿Cómo Se Dice? Spanish Conversation Hour will launch this December, with sessions offered through May of 2025.

Join a native Spanish speaker from the NJ library community (including NJSL TBBC's Hispanic Outreach Coordinator Luisa Martucci) and up to 9 other library colleagues who will gather via Zoom to practice common vocabulary and phrases surrounding one of six library-related topics. Registration is limited to 10 participants and opens on **Monday, November 25, 2024 at 10am.**

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

National Opportunities

Help Shape the Future of Black History Month Programming in Public Libraries

Your public library might be one of 6000 that will receive an email invitation to participate in a nationally representative online survey. The survey seeks to capture current Black History Month (BHM) programming practices across the U.S. in public libraries of widely varying size and location, as guidance for improving and strengthening BHM programming in libraries for the next 50 years.

Your participation in the survey is confidential. You may find more information about the project [here](#) and on the [project website](#). The research is IMLS funded, and being conducted by the University of Michigan in partnership with the Public Library Association and the Black Caucus of the American Library Association.

The email invitations will be sent from library.project@umich.edu, with the subject line "IMLS-funded study."

NJSL Presents Events

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. You can also check out event recaps on our [blog](#)! Here's what we have coming up in December, feel free to share within your communities.

- [Successful Holiday Networking Strategies](#) - December 4th @ noon
- [Introduction to Proposal Writing](#) - December 10th @ noon
- [Maximizing Social Security Part 1](#) - December 11th @ noon
- [Maximizing Social Security Part 2](#) - December 18th @ noon
- [Virtual Author Talk - Colonial Taverns of New Jersey: Libations, Liberty and Revolution](#) - December 27th @ 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.

[On-Demand Training Portal](#) in the LibraryLinkNJ LearningSpace and a list of [programs](#) currently being offered.

[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:

- [Exploring AI in Library Marketing](#)
- [Instagram Threads: A Year Later](#)
- [How to Quantify Your Library's Social Media Efforts](#)
- [How to Master Social Media Automation](#)

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](#).

Connecting people with information through libraries.

