

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
March 10, 2025

State Library Updates

Apply for a REV 250 Grant by March 21st!

The *REV 250: Examining the Semiquincentennial through a Jersey Lens* grant opportunity will allow public libraries to design projects that highlight the people, places, and events that shaped our state, with awards ranging from \$2,500 to \$25,000. [Click here](#) to review the full guidelines, watch the recording of the informational webinar, and apply. A [question and answer document](#) was posted on NJSL's website on February 10, 2025, and will be updated once per week through March 17, 2025.

Understanding The Algorithm

Creating unique content is only half the battle of social media marketing, the other half is making sure it gets to the right audience. That's why it's important to understand how the algorithm works on each social media platform, so your library can adjust your strategy accordingly. [Click here](#) to read our latest marketing blog for tips on how to optimize your library's social content.

News from Around the State

LibraryLinkNJ Seeking Executive Board Members

LibraryLinkNJ, the New Jersey Library Cooperative (LLNJ), is seeking strong library advocates to join its 15-member Executive Board to serve in the following positions, each serving a three-year term beginning July 1, 2025:

- Academic Library Representative
- Lay Representative
- Member-at-Large - three (3) positions available

[Click here to learn more and apply](#) by **March 24th, 2025**.

New Jersey Trails User Survey

The New Jersey Department of Environmental Protection (NJDEP) and New Jersey Department of Transportation (NJDOT) have launched a second online survey to better understand the needs, priorities, and impact of New Jersey's existing and potential trail users. Please feel free to share this survey with your patrons. [Click here](#) to access an outreach toolkit with marketing assets to share the survey, as well as the link to participate by **March 31st, 2025**.

Consolidated Adult Basic Skills (ABS) and Integrated English Literacy and Civics Education (IELCE) Grant Program

The purpose of the Adult Education and Family Literacy Act (AEFLA) is to create a partnership among the Federal Government, States, and localities to provide, on a voluntary basis, adult education and literacy activities. These activities are to assist adults to become literate, attain a secondary school diploma, assist in educating their children, or assist immigrants in improving English language skills. **A mandatory technical assistance meeting is taking place on March 11th.** [Click here to learn more and apply](#) by **April 4th, 2025**.

Community Library Adult Literacy & Career Pathway Grant Program

The NJ Department of Labor & Workforce Development has announced that the Community Library Adult Literacy & Career Pathway Grant Program (CLALCP) is now open and accepting applications. The purpose of CLALCP is to complement existing Adult Literacy Services by providing an additional avenue for adult literacy, including digital literacy and access as well as career pathway training throughout New Jersey public libraries. **A mandatory technical assistance webinar is taking place on March 13th. [Click here to learn more and apply](#) by March 28th, 2025.**

New Jersey Can Use IRS Direct File Program

Please let your patrons know that they can use IRS Direct File for the 2025 Tax Filing Season. The online tax filing tool, which is available to New Jersey residents for the first time, offers live chat support and provides taxpayers with a free, easy and secure way to file their federal and state individual tax returns. Read the press release [here](#), and [access IRS Direct File here](#).

National Opportunities

Northeast Summit of Climate Adaptation for Library Facilities Upcoming Webinar

Join the Northeast Summit of Climate Adaptation for Library Facilities at their next webinar, "Breaking Bad: Conversations About Climate Change." Taking place virtually **Tuesday, March 25th from 1:00 p.m. to 2:30 p.m.**, this webinar provides strategies for engaging in positive, nonconfrontational, and nonpartisan conversations about climate change, focusing on overcoming misunderstandings and confusion. Prof. Fernandez will also share communication tools developed by the MIT Environmental Solutions Initiative to enhance understanding and empathy. [Register here](#).

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 March, feel free to share within your communities.

- [Psychology of Spending](#) - March 12th @ noon
 - [Introduction to Finding Grants](#) - March 13th @ noon
 - [Know the Bear Facts: The Truth About Bears in New Jersey](#) - March 18th @ noon
 - [VIRTUAL AUTHOR TALK – New Jersey Women During World War II](#) - March 25th @ noon
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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:

- [Have Hashtags Gone Out of Style?](#)
- [Look Out for These Social Media Trends in 2025](#)
- [Inclusive Marketing for Libraries](#)
- [How to Fix a Creative Block in Marketing](#)

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](#).

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