From: New Jersey State Library
To: Patt Ferrari
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NJSL DIRECT

Weekly News Updates for New Jersey Libraries
November 15, 2021

Updates & Opportunities

Please take our LSTA Survey!

The State Library has hired an independent consultant to evaluate the services we provide that are funded by the Library Services and Technology Act (LSTA). All staff working in NJ libraries of any type, as well as in NJ organizations that support libraries, are encouraged to participate. Your feedback is very important to us and will be used to help us refine NJSL services and plan for the future. **The deadline to complete the survey is Friday, November 19, 2021**.
Take the survey.

Office of New Americans Information Session for NJ Public Libraries

In partnership with the State Library, the Office of New Americans (ONA) will host an information session for the NJ library community on **November 16th at 1pm**. The presentation will introduce the ONA and its programs and initiatives targeting new American populations, including those who speak languages other than English. ***Note: This webinar will not be recorded due to confidentiality and**

sensitive issues relating to immigration*
Learn More & Register Here.

Telehealth Program Opportunity for NJ Public Libraries

Learn how your library can provide telehealth resources and services to your community. Free technology and training provided! This new program is administered by the New Jersey State Library, and implemented by *Just For The Health Of It* at East Brunswick Public Library. Join us for an informational presentation on **November 16th at 2PM** to find out more.
Learn More & Register Here.

ARPA Grant Awards for NJ Public Libraries Announced

Through the ARPA funding provided by the Institute of Museum and Library Services, NJSL was able to award grants to select public libraries. Grant awards were intended to respond directly to the pandemic, as well as address related economic and community needs through equitable approaches. Sixty-four public libraries were awarded grants. Click here to see the list of winners and the grant projects they've planned.

NJLA Hosts Kickoff Meeting for Access Navigators Pilot Program

The New Jersey Library Association previously announced that 12 public libraries were selected to participate in its Access Navigators Program. On Wednesday, November 10th, the selected public libraries were invited to attend a kickoff event hosted by NJLA at the Monroe Township Library. Click here to read about the event and learn more about the program.

NJLA Job Opportunities

The New Jersey Library Association is seeking to hire bilingual Access Navigators, to assist in the implementation of the Access Navigators initiative.

Full-Time Access Navigator

Part-Time Access Navigator

LibraryLinkNJ Skill-Sharing Conversation: Free/Inexpensive Marketing Materials

It is possible to market your library's programs and services using no money at all! **On Tuesday, November 23rd, from 10am-11am** join LLNJ for a skill-sharing conversation on how to promote your library for free. In this presentation, you will learn about free online tools, networking tips, social media basics, and design tricks. **Learn More & Register here.**

Application Period for Excluded New Jerseyans Fund Now Open

The Department of Human Services has launched the application for the **Excluded New Jerseyans Fund** (ENJF). The Fund provides a one-time, direct cash benefit to eligible households who have suffered an economic hardship due to COVID-19 and were excluded from both the federal stimulus checks and COVID related unemployment assistance - including undocumented individuals, residents re-entering from the justice system, and any other individuals otherwise excluded.

LYRASIS Savings & Benefits Through NJSL

LYRASIS and the New Jersey State Library are teaming up to bring New Jersey libraries opportunities for professional development, grant funding, and archival supplies. **Learn more.**

View the LYRASIS Savings & Benefits Flyer

New Jersey Career Network Online Job Seeker Community Provides Free Support

The New Jersey Career Network is a free resource to help New Jersey job seekers find meaningful work. This is not another job board. This is a new tool that can help job seekers grow their skill sets, elevate their search with new search techniques, and change how they approach their job search entirely. Share **this video** or **this informational flyer** with anyone who might benefit from their services.

How To Hashtag Like A Pro

Hashtags have been a component of social media marketing since the beginning and yet many people still don't really understand how to utilize hashtags for their benefit. If you're looking to up your game on your library's social media strategy, learn how to hashtag like a pro and make sure the content you work so hard on is reaching your target audience! **Click to Read.**

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:

- Graphic Design Tips For Beginners
- The Secrets to a Successful Library Facebook Page
- How To Market Your Library To Teens

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

Click to Connect with the NJSL Library Development Unit

Connecting people with information through libraries.

New Jersey State Library | Website

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