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
July 25, 2022

Updates & Opportunities

New Jersey State Library Update - July 2022

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

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.

2022 Summer Reading Plan 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.

2022 LSTA Grant Opportunity

NJSL is allocating LSTA funds through a competitive grant program to address literacy needs including but not limited to early literacy, family literacy, adult literacy, digital literacy, and English language learning activities. NJSL estimates that $200,000 is available. All public libraries and library consortia are invited to apply. **Learn more.** **This grant application will close at midnight on August 12, 2022.**

NJ Taxation University 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. Taxation University welcomes your attendance and encourages you to share this information with your colleagues, clients, and anyone you think will benefit from this outreach event. **Learn more and register.**

LibraryLinkNJ On-Demand Staff Development Subsidies

Are you looking for a **professional development workshop** for your staff, but are unsure where to start? LibraryLinkNJ is here to help! They will subsidize up to $500 of the cost of one staff development workshop per year for member libraries, and feature an extensive list of suggested programs and consultants. Feel free to also choose and develop your own training topic, and submit an on-demand subsidy request. Questions? Don't hesitate to reach out to Stephanie Sendaula, Programming & Outreach Specialist at stephanie@librarylinknj.org, or the CE Team at ce@librarylinknj.org.

NJBEST New Jersey's 529 College Savings Plan

Help the residents in your community save for education with NJBEST. If you would like to order brochures to share with your patrons, please **email here** with your mailing/contact information and requested number of NJBEST Mini Brochures.

Grant Opportunity Encourages Public Libraries to "Engage Beyond Our Walls"

American University's Game Center and the DC Public Library (DCPL) have received a two-year, $249,000 IMLS grant to offer libraries tools, training and templates to create neighborhood games. By joining this program, libraries can become a hub for making neighborhood games and outdoor stories – from escape rooms with local history, to audio tours with resident voices. More than 20 public libraries will be selected to participate starting **August 15th**.
Learn more and apply.

Click here to view poster.

Request for Assistance: Public Library Disaster Preparedness Survey

Research is being conducted to benchmark both public library preparedness for disaster and their contribution to community resilience efforts. Organizers are requesting the assistance of public library directors or administrators by taking a 10 to 15 minute survey. **Click here to take survey.**

If you have any questions, feel free to contact lead researcher, Monika Antonelli at monika.antonelli@mnsu.edu. The survey will close on **August 31, 2022.** Thank you for considering this research opportunity.

LibraryLinkNJ Fall Conference: Call For Proposals

LibraryLinkNJ has announced their Fall 2022 one-day virtual conference taking place **September 28th from 9am-4pm**. This year's conference theme will be "Access," and will include a full day of engaging presentations and discussions focused on access and accessibility within the library community. Their Call for Proposals is now open—**Click here for Conference Session Proposal Form**.

ALA I Love My Librarian Award Nominations Open

Has a librarian made a difference in your life or gone above and beyond to serve your community? ALA's I Love My Librarian Award invites library users like you to recognize the accomplishments of exceptional public, school, college, community college, or university librarians. Each year, up to 10 librarians are honored at a ceremony and receive a $5,000 cash award. **Learn more.**

Creating A Library Social Media Strategy

Learn how to set a solid framework for a social media strategy by reading 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:

- How To Use TikTok For Your Library
- Refresh Your Library Social Media Content with These Five Ideas
- What to Know About SEO
- YouTube Marketing For Libraries

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

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