

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
January 22, 2024

State Library Updates

New Jersey State Library Update - January 2024

Please take a moment to review [a report](#) on NJSL's January 2024 updates, from State Librarian Jen Nelson.

New Members Appointed to Library Network Review Board

The Library Network Review Board (LNRB) meets at least annually and advises the State Librarian on statewide programs or services. We are excited to share the new appointments made by LibraryLinkNJ and the State Librarian. In addition to the new members, the board's October 2023 meeting minutes are now available. [Click to learn more.](#)

Register Now for Annual New Directors Training

Join us for our annual New Directors Training that will once again be offered as a virtual event on **February 14th & February 21st**. These trainings are a way for the New Jersey State Library to support new directors in their role by covering 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 to learn more and register.](#)

Northstar Digital Literacy Training Opportunities

For libraries participating in Northstar Digital Literacy, there are a few virtual Northstar training opportunities coming up. The below sessions are being offered from 10 – 11:30am on the following dates:

- Overview of Northstar Features - **January 25th**
- Incorporating Digital Literacy Routines into ELL Instruction - **February 8th**
- Keeping Learners Motivated - **February 29th**

[Click to learn more and register](#)

Avoid These Video Marketing Mistakes!

We've gathered some common mistakes that are made in video marketing so that your team can avoid them and continue to connect with your patrons through thoughtful content. [Click to read.](#)

News from Around the State

New Jersey's Open Libraries Tour Sign-Up

For six years, the popular NJ school library bus tour allowed pre-service LIS students, library colleagues, and school administrators to drive around the state and explore elementary, middle, and high school libraries hosted by exemplary professionals. The tour allows practitioners to see outside their own libraries and serves as a professional development and networking experience. Sign-Up is now open for the spring tour taking place **February 13 – 15, 2024.** [Click to learn more and plan your tour.](#)

New Jersey Library Association Honors & Awards

Nominations are now open for the NJLA Honors & Awards. Awards are chosen from a selection of nominations as recognized by the NJLA membership and are presented by NJLA at an Awards Reception at the Annual Conference. Nominations must be submitted by **March 29, 2024** for consideration. [Click to learn more](#).

National Opportunities

Participate in Frederick Douglass Transcription Celebration

Most of us know **February 14th** as Valentine's Day, but there's another reason to love the day -- Frederick Douglass celebrated his birthday on that date, now observed annually as Douglass Day. This year, the Library of Congress volunteer transcription program [By the People](#) invites you to learn more about his life on Douglass Day 2024 by joining a transcribe-a-thon of letters from the Frederick Douglass Papers! [Click to learn more and register](#).

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.

[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:

- [Best Types of Social Media Content for 2024](#)
- [How to Improve Website SEO](#)
- [Ten Reasons to Visit Your Local Public Library](#)
- [Tips for Consistently Engaging Facebook Content](#)

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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