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
January 31, 2022

Updates & Opportunities

NEW: State Librarian's Monthly Update - January 2022

In an effort to keep the NJ library community informed and involved with what's happening at NJSL, State Librarian Jen Nelson will be releasing a monthly update report for the field. **Check out the January 2022 update here.**

New Jersey State Library 2021 Year End Wrap-Up

As 2021 came to a close, we reflected on our accomplishments, services, and programs in our year end report. Feel free to read the report to see how we were able to support New Jersey libraries in better serving their communities this past year.
Click to View Full 2021 Year End Report

NJ State Librarian Named to U.S. Government

Publishing Office Task Force

We're proud to share that our New Jersey State Librarian, Jen Nelson, has been selected to be a member of a newly appointed task force by the U.S. Government Publishing Office (GPO). This task force will study the feasibility of an all-digital Federal Depository Library Program (FDLP).
Click to Learn More.

Registration is Open for NJSL Virtual New Directors Training

Join NJSL for our annual New Directors Training that will once again be offered as a virtual event on **Wednesday, February 16 & February 23, 2022.** Please note that while this training is geared toward new library directors, all library directors, assistant directors, and branch managers are welcome to attend.
Learn More & Register Here.

Two Seats Available in New Jersey State Library LSTA Advisory Council

The State Library is seeking NJ librarians to fill two seats on the Library Services and Technology Act (LSTA) Advisory Council. The terms would start this spring and will last for two years, with an additional consecutive term possible. The role of the Council is to keep apprised of projects funded with LSTA monies, suggest other projects that might be funded with this federal grant, and provide general oversight of services and programs. The two positions currently vacant were previously held by NJ library staff who had proficiency in IT and under-served populations, so this would be a factor in the selection. For questions, contact Kathleen Moeller-Peiffer, **kmoellerpeiffer@njstatelib.org**, 609-278-2640 ext. 157.

February is New Jersey Libraries Snapshot Month

The NJLA Public Relations Committee asks you to join them from February 1 through February 28 in shouting out the amazing programs, interactions and services that make a difference every day in New Jersey Libraries. **Click to Find Out How You Can Participate in Snapshot Month.**

Register Now for NJCAR Disaster Preparedness Workshop

Registration is now open for the New Jersey Cultural Alliance for Response (NJCAR) Disaster Preparedness Workshop taking place on **February 15th**. Attendees will learn about the disaster planning process and business continuity issues in response to emergencies. This event is open to libraries, all cultural institutions, and to the arts community. **Click to Register.**

Free Lysol Welcome Back Packs for Libraries

Lysol developed Welcome Back Packs in partnership with the CDC Foundation to provide schools and educators with resources to help reinforce CDC guidelines and healthy habits.Welcome back packs include lesson plans, stickers & decals, and educational posters. If your library is interested in receiving these free materials, **click here to sign up** and Lysol will ship the welcome back packs directly to you.

NJ Grant Opportunity: Folk and Traditional Arts Apprenticeship

Folk & Traditional Arts Apprenticeship grants encourage communities to continue passing on their valued traditions in traditional settings, by providing stipends so that master folk artists and craftsmen can help apprentices develop greater skill. The application deadline is **March 31st, 2022.** **Click for Grant Program Guidelines.**

NJ State Council on the Arts Seeking Library Participants in the Creative Aging Program

The NJ State Council on the Arts seeks two public libraries to host FREE arts classes (in person or virtual) for the older adult population in August 2022. These mini-residencies will be led by trained teaching artists and senior service professionals in courses such as: theatre, sculpture, dance and the visual arts. **Click for Program Flyer.**

Project Innovation Grant Opportunity from NBCUniversal

Project Innovation will award nearly $3.5 million to non-profit organizations that are tackling everyday problems through innovative solutions. Grant categories include: Culture of Inclusion, Next Generation Storytellers, Youth Education and Empowerment, and Community Engagement. Applications will be accepted from

February 18th - March 25, 2022. **Click to Learn More and Apply.**

Do's & Don'ts of Press Releases

When your library has exciting news that you'd like to share with the media, a traditional press release remains the best way to make important announcements. Brush up on what to include and what to avoid for your next press release. **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:

- Instant Ways to Boost Your Audience on Instagram
- Creating The Ideal Website Layout
- Marketing Plan Guide for Public Libraries

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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