

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
January 21, 2025

State Library Updates

Save the Date - Informational Webinar for New Grant Opportunity

The State Library will soon be announcing an opportunity for public libraries across New Jersey to mark the 250th anniversary of the signing of the Declaration of Independence. **REV 250: Examining the Semiquincentennial through a Jersey Lens**, a grant administered by the New Jersey State Library, 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. Grant options will include:

- **Digitization Projects** to safeguard and provide access to local historic materials.
- **Public Programming** to celebrate and educate through events and community engagement.
- **Special Collections** to build or enhance library collections related to New Jersey's rich history.

The full grant guidelines will be released by the end of this month. An informational webinar will be held on **January 31, 2025**, to review the guidelines and answer any questions. If you are interested in this grant opportunity, we highly encourage your participation in this session. Please save the date! A registration link and more details are forthcoming.

Register Now for the Northeast Summit on Climate Adaptation for Library Facilities

The Northeast Summit on Climate Adaptation for Library Facilities, which consists of State libraries and agencies from Maine to Maryland, invites you to our next webinar, "Library Greenscapes: Cultivating Climate Resilience, Community, and Learning Outdoors." on **February 4, 2025, 1:00 - 2:30 p.m.** [Click here to register.](#)

Registration is now open - Virtual New Directors Training

As a new director, NJSL is here to support you in your role by offering basic training on a number of topics that are considered core knowledge for any leader of a public library in the state. We're excited to announce that this year's Virtual New Directors Training will take place **February 12 & 19, 2025, 9:00 a.m. - 12:30 p.m.** [Click here to see the agenda and register.](#)

New Sessions Added! In-Person Mental Health Training for Libraries

We've added more dates and locations to the In-Person Mental Health Training for Libraries sessions that will be held over the coming months. Funded by a grant from the National Network Libraries of Medicine Region 2, these in-person workshop trainings will address self-care for librarians and tips for dealing with crisis. [Click here to learn more and register.](#)

Last Chance to Apply - Become a Digital Navigator!

Applications are still being accepted for individuals to become AmeriCorps members and serve as Digital Navigators in one of six New Jersey public libraries. Digital Navigators will support community members through one-to-one mentorship, classroom-based instruction, and resource guide creation and referrals. **Application deadline: Jan. 24, 2025.** [Click here to learn more.](#)

Look Out for These Social Media Trends in 2025

The new year is a time to reset and create new goals for your marketing plan! Based on research from the year prior and what social media users are looking for, we gathered trends to serve as a guide for where to begin in our latest marketing blog. [Click here to read.](#)

News From Around the State

NJ STEM Month in March

Celebrate NJ Stem Month this March! This celebration is co-hosted by the New Jersey STEM Pathways Network (NJSPN) and Research & Development Council of New Jersey. It highlights the Garden State's incredible accomplishments in science, technology, engineering, math, and innovation. Visit their website to access marketing materials, events, awards, and opportunities. [Click here to learn more.](#)

LibraryLinkNJ's Library Marketing Made Easy Q&A

Join LibraryLinkNJ for an exclusive live Q&A session with Kathy Dempsey, author of *The Accidental Library Marketer* and founder of [Libraries Are Essential](#) on **Monday, January 27th, 1:00 p.m. to 2:00 p.m.** This session is open to library staff who complete the Library Marketing Made Easy course, now available on the LibraryLinkNJ LearningSpace. [Click here to learn more and register.](#)

NJSL Presents January 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, feel free to share within your communities.

- [The Cape May Bubble: NJ's Most Unique Climate Zone](#) - January 29th @ noon
 - [Women's Health: Menopause and Gynecological Cancers](#) - February 5th @ 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:

- [Inclusive Marketing for Libraries](#)
- [How to Fix a Creative Block in Marketing](#)
- [Exploring AI in Library Marketing](#)
- [Instagram Threads: A Year Later](#)

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](#).

Connecting people with information through libraries.

New Jersey State Library | [Website](#)

