

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
February 20, 2024

State Library Updates

JerseyClicks Upcoming Training Sessions

The below sessions are being offered at 2pm on the following dates:

- EBSCO Presents: Get to Know the New EBSCOhost! - **February 22nd**
- Gale Presents: Peterson's Test and Career Prep: Resources for Career and Job-Hunting - **March 5th**
- ProQuest Presents: HeritageQuest Online Introduction - **March 19th**

[Click to learn more and register](#)

How to Increase Instagram Engagement

Although it's sometimes overwhelming to always be considering social media metrics in your marketing efforts, engagement plays a big role in building your library's Instagram community. Check out our latest marketing blog for five tips on how to increase your library's Instagram engagement. [Click here to read](#).

News from Around the State

New Jersey Libraries Snapshot Month

Snapshot Month is an annual celebration every February where the New Jersey library community comes together to document the wonderful people, places,

events, materials, and experiences that make up a day in the life of the library. All New Jersey libraries are invited to share images and stories to social media with #NJLibrariesSnapshot all month long. [Click here for more information](#).

New Jersey Historical Commission Accepting Applications for Black Heritage Trail Program

The New Jersey Historical Commission, a division of the Department of State, is now accepting applications for its inaugural, statewide Black Heritage Trail Program. The New Jersey Black Heritage Trail was signed into law by Governor Murphy on September 7, 2022. The legislation calls for the New Jersey Historical Commission (NJHC) to establish a Black Heritage Trail “to promote awareness and appreciation of Black history, heritage, and culture” that will “highlight Black heritage sites through historical markers and a trail-like path that connects the stories of Black life and resiliency.” The Black Heritage Trail Marker Nomination Process is now open and submissions must be completed by **Friday, March 8, 2024, at 2:00pm**. [Click here to learn more and apply](#).

National Opportunities

US Dept of Labor Accepting Applications for Pathway Home Grants

The U.S. Department of Labor is now accepting applications for the Pathway Home grant program to fund organizations that provide reentry services to incarcerated individuals prior to their release from state correctional facilities or county or local jails. Please note that applicants **MUST** partner with a state correctional facility or a local or county jail. The deadline to apply is **April 4, 2024**. [Click here to learn more and apply](#). If you do apply for this federal funding, you can request a letter of support from Sen. Booker [here](#).

EBSCO Solar Grant

EBSCO Solar is providing \$300,000 in grants available for libraries looking to fund a library solar project to offset electricity costs. Apply now through **April 22nd** if your library is looking to show your community the benefits of solar energy or to add to your sustainability plans. [Click here to learn more and apply](#).

Civic Switchboard Institute Opportunity

Throughout 2024, The Civic Switchboard project team is partnering with colleagues across the United States to host six regional and one online Civic Switchboard Institutes on civic data work in libraries. The first Civic Switchboard Institute will be in **Pittsburgh, PA on April 18-19**. Apply using the [Pittsburgh application form](#). The next Civic Switchboard Institute will take place in **Chapel Hill, NC on May 13-14**. Apply using the [Chapel Hill application form](#).

Applications for Boston, Portland (OR), South Bend, Houston, and online institutes will open in upcoming months. Contact civic-switchboard@pitt.edu for any questions.

Upcoming NJSL Presents Webinars

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. Please feel free to share these events with your patrons! Here's what we have coming up this month, click each event to learn more and register.

- [Investigative Genetic Genealogy](#) - Feb. 21st @ noon
- [Legal Resources at the New Jersey State Library](#) - Feb. 28th @ noon
- [Introduction to Finding Grants](#) - Feb. 29th @ noon

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:

- [Avoid These Video Marketing Mistakes!](#)
- [Best Types of Social Media Content for 2024](#)
- [How to Improve Website SEO](#)
- [Ten Reasons to Visit Your Local Public Library](#)

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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