

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
December 5, 2022

Updates & Opportunities

Information Session - Learn more about NJSL's new Social Work Informed Library Services Project

The New Jersey State Library has developed a Social Work Informed Library Services in New Jersey (SWILIBS-NJ) Project that will promote connection and collaboration between social work student interns and public libraries in New Jersey. Come join us for an information session on **December 16th** to learn more about the project, training opportunities and how you can participate. [Click here to learn more and register.](#)

Survey: 2023 Current Director's Training

The New Jersey State Library and LibraryLinkNJ are exploring the possibility of hosting an in-person, one-day Current Director's Training event in 2023. We're seeking your help to ensure that we plan topics and speakers of relevance and interest. If you are a New Jersey library director, [please take a few moments to fill out our survey.](#) Responses will be accepted through **January 1, 2023.**

Librarian Certification

The proposed update to Librarian Certification is now available for review and public comment. The proposed new rules are a re-adoption of the rules that expired in May 2022. The [proposal and instructions for comment](#) are available until **January 6, 2023.** The New Jersey State Library welcomes your feedback.

ALA Annual Grant Opportunities

The ALA's Public Programs Office just re-opened two annual grants dedicated to library programming and community engagement. Applications are due by **February 1st**. Please send any questions about either of these opportunities to publicprograms@ala.org.

- The [Libraries Transform Communities Engagement Grant](#) will provide two libraries with \$2,000 to expand their community engagement efforts.
- The [Peggy Barber Tribute Grant](#) aims to help ease library budget challenges by awarding three libraries \$2,500 to support a proposed program, program series, or programming effort.

Participate in Take Your Child to the Library Day

[Take Your Child to the Library Day](#) has grown to be an international initiative that encourages families everywhere to take their children to their local library. TYCLD is officially held on the first Saturday in February but the date is flexible. TYCLD celebrations can happen at any time in February, and libraries can participate in whatever way they want.

[Click here for marketing resources](#)

[Click here to sign up and have your library added to the map](#)

Affordable Connectivity Program Outreach Grants Now Available

The Affordable Connectivity Program (ACP) provides eligible low-income households a monthly discount of up to \$30 for broadband service (up to \$75 per month for households on qualifying Tribal lands) as well as a one-time up to \$100 discount toward a laptop, desktop computer, or tablet from participating providers.

The FCC has created two one-year pilot programs: the Your Home, Your Internet Pilot Program, and the ACP Navigator Pilot Program. These programs are designed to increase awareness and facilitate enrollment in the Affordable Connectivity Program, and to provide assistance with ACP applications. [Click here for more information](#). The National Digital Inclusion Alliance also has a blog post with additional information, [click here to read](#).

NJ State Broadband Survey

The Governor's Office has requested the help of the NJ library community to assist in spreading the word about their New Jersey State Broadband Survey. The New Jersey Board of Public Utilities is mapping broadband infrastructure across the state. Input from your patrons and community members will help us achieve the goal of 100% broadband availability state-wide. [Click here](#) for an informational flyer. [Click here](#) for the broadband survey. Thank you for your help spreading the word!

Stop Being Annoying on Social Media

There's a delicate balance to using social media platforms and your library having a presence is great, but too much of a presence can turn away followers. Brush up on how to avoid being annoying on social media with our latest marketing blog. [Click here 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:

- [Tips for Checking Social Video Engagement](#)
- [The Secret of Successful YouTube Hashtags](#)
- [Online Video Editing for Beginners](#)
- [Creating A Library Social Media Strategy](#)

Download marketing resources from State Library Vendors & Partners [here](#).

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