

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
March 20, 2023

Updates & Opportunities

New Jersey State Library Update - March 2023

Please take a moment to review [a report](#) on NJSL's 2023 March updates, from State Librarian Jen Nelson.

Participants Needed for NJSL Website Redesign Focus Group

At the New Jersey State Library, we are working on redesigning our website and we'd love to have your input! We are conducting two participatory focus groups to gather end-user feedback. These 90-minute sessions will be a combination of discussion and hands-on activities to observe you in the act of searching for information. Results will be shared with the vendor who is selected to build the new website. Thank you for helping us strengthen our website user experience! Space is limited. We will confirm participation and send you details and directions. Two focus groups will take place on **March 28** at the New Jersey State Library, 185 W State St, Trenton, NJ 08608. **You must bring your own laptop device in order to participate.** [Sign up here.](#)

JerseyConnect Statewide Technology Services Survey

JerseyConnect is here for your library through changing times. Here's a quick look at what's happened in the last year:

- Continuing work to improve services, security, and reliability for libraries across the state
- Remote assistance and chat support are now permanent JerseyConnect services, giving you new ways to reach patrons
- All libraries with websites hosted by JerseyConnect are now secured with SSL/TLS protection for patron privacy

Please take a moment to fill out our brief survey, and use the comment box to let us know how we can help your library. Together we can develop great projects for the NJ library community! [Click here to take survey.](#)

Naming Contest for New Statewide Marketing Campaign for NJ Libraries

The NJ State Library, LibraryLinkNJ, NJLA & Libraries Are Essential are excited to announce a statewide marketing campaign to help promote NJ public libraries. Our goal is to dispell the common misperception that libraries are just repositories for books. Libraries are beyond books! New Jersey's public libraries are vibrant community hubs, and we need your help making that message clear. The team is busy working on a marketing toolkit that you can easily share with your communities. But first we need your help coming up with a campaign name and slogan! Visit our "Beyond Books" marketing campaign webpage to watch a brief video and for more information: <https://www.njstatelib.org/beyondbooks>. Idea submissions will be accepted until **March 31st**. Looking forward to hearing from you!

Attention NJ Libraries: Help Improve the National Broadband Map!

The National Broadband Map displays where internet services are and are not available across the country, as reported by internet service providers. The FCC

wants to make sure all NJ library locations are represented accurately on the National Broadband Map. [Click here](#) to find out how you can help.

Libraries Without Borders Info Session Materials Available Now

Libraries Without Borders-US (LWB-US) is a nonprofit that works to expand the outreach of public libraries. They're partnering with public libraries across the state of Connecticut to conduct community needs assessments and implement strategic interventions for previously unserved or underserved communities and hoping to do similar work in New Jersey. The end result will position these libraries to better serve people who might not typically use libraries. If you missed the informational session on March 7th, overview handouts are now available for download.

[Click here for LWB Partnerships Overview](#)

[Click here for LWB US Overview](#)

Office of New Americans Asylum Guide Now Available

We've previously included the [Office of New Americans Welcome Booklet](#), that contains several different resources available for new arrivals in New Jersey. ONA has since added an Asylum Guide in English, Spanish, and Haitian Creole in partnership with Legal Services of New Jersey (LSNJ). This guide serves as an overview of the asylum seeking process as a new arrival in the U.S. This guide is not intended to provide legal advice or serve as a substitute for legal counsel.

[Click here for updated resources.](#)

Creative Aging Foundations On Demand Preview

Lifetime Arts invites you to take a sneak peek at their newly developed, self-paced course, Creative Aging Foundations On Demand. Developed in collaboration with creative aging leaders nationally, this **free** course is designed for institutions and individuals seeking to run successful artmaking programming for older adults. The course is publicly launching on **March 28**, but you'll be among the first to see it!

The course is located in the Lifetime Arts Portal, where they host live training sessions and resources via Zoom. If you have trouble registering or accessing the course, please reach out to portal@lifettimearts.org.

[Click here to access the course.](#)

How To Be A Better Blogger

Even though short video form has become more popular, your library patrons still appreciate a well-written and informative blog post. Our latest marketing blog details how to make your blog the best that it can be. [Click to read.](#)

Don't miss these free CE Opportunities!

Check out the upcoming LYRASIS CE opportunities on their [calendar here](#).

[Click here for a monthly national list](#) of **FREE** NJSL and National CE and Professional Development opportunities for librarians, trustees, and library staffs.

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:

- [Inspiration for Library Reels](#)
- [A Resource Guide to Social Media in 2023](#)
- [Social Media Trends for 2023](#)
- [Stop Being Annoying on Social Media](#)

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](#)

