

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
June 26, 2023

Updates & Opportunities

New Statewide Marketing Campaign Content: Libraries are for... Learning

This week we've added new downloadable graphics and a video for the statewide marketing campaign, with content geared toward "Learners" of all ages! [Click here to view](#), and stay tuned as new marketing materials are added weekly.

2023 Statewide Summer Reading Program

Everyone of all ages is encouraged to be "All Together Now: Todos Juntos Ahora" at their local public library this summer. All New Jersey public libraries are members of the [Collaborative Summer Library Program](#) (CSLP), a nonprofit consortium of state libraries that work together to provide an annual unified summer reading theme. [Click here to learn more.](#)

Apply for Americans and the Holocaust Traveling Exhibition

The United States Holocaust Memorial Museum (USHMM) and the American Library Association (ALA) Public Programs Office present Americans and the Holocaust, a traveling exhibition that examines the motives, pressures and fears that shaped Americans' responses to Nazism, war and genocide in Europe during the 1930s and 1940s. The exhibition will now be available to 50 public and academic (i.e., college and university) libraries from 2024 to 2026. Read the [project guidelines](#) and [apply online](#) by **October 14, 2023**.

Thinking Money for Kids Program Kit

ALA and the FINRA Investor Education Foundation invite public libraries to apply for a Thinking Money for Kids Program Kit, a collection of expertly vetted programming resources to help libraries offer financial education for children ages 3 to 12, both in the library and in children's homes. [Visit the project guidelines](#) and [apply online](#) by **September 8, 2023**. Approximately 200 public libraries will be selected.

ACP Connects NJ

The New Jersey State Library, in partnership with the New Jersey Department of Health, received an Affordable Connectivity Program (ACP) grant for \$400,000 from the Federal Communications Commission to support households struggling to afford internet service. Join us and become a library host for ACP in-person enrollment events to help your community members start saving on their Internet bill! [Click to learn more](#).

Employment Opportunities at NJ State Library

The New Jersey State Library is hiring for several positions. These open roles offer a great opportunity to learn, grow and contribute. The position postings can be found via the links below.

- [Law Library Branch Manager](#)
 - [Project Specialist – Capital Projects Fund](#)
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Design Tips for Social Media Graphics

It's not always feasible for a library to have a full-time graphic designer on staff, so we've gathered some creative tips for making your designs stand out on social media. [Click to read.](#)

Professional Development Opportunities

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

[Click here for a monthly national list](#) of 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:

- [Busting Social Media Myths](#)
- [How To Be A Better Blogger](#)
- [Inspiration for Library Reels](#)
- [A Resource Guide to Social Media in 2023](#)

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

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