

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
November 20, 2023

State Library Updates

New Jersey State Library Update - November 2023

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

Municipal Documents at the New Jersey State Library

Do you often get questions from your patrons about your town; its history, how it was organized, or why certain laws or ordinances were enacted? The State Library's Jerseyana collection can help! [Read more here](#).

Check out the State Library's Affordable Care Act Research Guide

It's Open Enrollment time for the "Get Covered" New Jersey Health Insurance Marketplace. The State Library has compiled detailed and up-to-date information about the Affordable Care Act and the Get Covered NJ State Marketplace to share with your patrons [here](#). Open Enrollment started Wednesday, November 1, 2023 and the last day to sign up for 2024 coverage is January 31, 2024.

Additional Northstar Digital Literacy Licenses Available

The State Library is funding 100 [Northstar Digital Literacy](#) licenses through September 2024. The State Library has offered licenses for Northstar Digital Literacy since 2021, and libraries that have already signed up have been automatically renewed. Additional licenses are now available on a first come, first serve basis. For more information and to request a license, please contact northstar@njstatelib.org.

Marketing Blog: Mixing Old School Tactics with New School Trends

Mixing traditional forms of outreach with newer technology trends can sometimes create the perfect recipe for success. [Click to read.](#)

News from Around the State

Register for LibraryLinkNJ's Virtual Winter Meeting

Registration is now open for the LibraryLinkNJ Virtual “Winter Meeting.” On **Wednesday, December 13, 2023, from 2-4pm**, join LLNJ for staff updates and keynote speaker, Nick Tanzi (the-digital-librarian.com.) He will present on *Into the Unknown: Why Libraries Will Lead the Way in the Age of AI*. [Click here to learn more and register.](#)

Your opinions and perspective matter! Please consider adding your comments.

[New Jersey's Digital Equity plan](#) is posted for public comment through **November 30**. Public libraries show up prominently in the plan as assets available that assist with broadband access, device access and digital literacy.

Similarly, the [Broadband Equity, Access, and Deployment \(BEAD\)](#) Initial Proposal is available for public comment. Volume 1 **until Nov. 21**, and Volume 2 **until Dec. 8**. Public libraries are included as community anchor institutions and, if funding is still available after addressing the state's first priorities, may be considered for upgrades to achieve gigabit internet speed.

National Opportunities

New ALA Report Finds Gen Z & Millennials Are Visiting the Library

The American Library Association (ALA) has just released a new report that reveals the attitudes and behaviors young Americans have regarding library use and media consumption. [Click to learn more.](#)

Revolutionary War Pension Files Transcription Mission

The National Archives and Records Administration has launched a new initiative related to its Citizen Archivist program, the Revolutionary War Pension and Bounty-Land Warrant Files. They are looking for volunteers to transcribe over 80,000 records from these collections. [Click to learn more.](#)

ALA Conference Grant Opportunities

Would you like to attend this year's ALA conference in San Diego **June 27-July 2nd**, but don't have the means to do so? Check out these grant opportunities that will offset expenses to attend. Applicants must be a current ALA and NMRT member to apply. For questions, please contact [Jennifir Huston](#).

- [NMRT Professional Development Grant](#) award offers \$3,000 to one person to offset costs and expenses to attend this year's Annual Conference. **Deadline: December 1st, 2023.**
 - The [Shirley Olofson Memorial award](#) offers \$1,000 to one person to offset costs and expenses to attend this year's Annual Conference. **Deadline: December 1st, 2023.**
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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.

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:

- [How to Improve Website SEO](#)
- [Ten Reasons to Visit Your Local Public Library](#)
- [Tips for Consistently Engaging Facebook Content](#)

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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