

## PROGRAMS FOR LARGE AUDIENCES

### **The Whole Book Approach: From Cover to Cover with Brown Bear**

This PowerPoint presentation is designed for large audiences interested in learning about the Museum's Whole Book Approach to evaluating and using the picture book as an art form. This interactive presentation examines the art from Eric Carle and Bill Martin Jr.'s *Brown Bear, Brown Bear, What Do You See?* and allows the audience to discover the full potential of this deceptively simple concept book. Ideal for professional groups, groups of older students, and can be adapted to engage young students.

\$250

### **Silly, Subversive, Serious Stuff: The Work of Dr. Seuss**

This lecture-style presentation focuses on Theodor Seuss Geisel's lasting contributions to children's literature, with a particular focus on *To Think That I Saw It on Mulberry Street*, *The Cat in the Hat*, *The Lorax*, and *The Butter Battle Book*.

\$250

## RESIDENCIES

Schools may contract with the Museum to have a member of the Museum's education staff work with teachers and students over an extended period of time. An individually designed residency might include onsite professional development; Museum visits; classroom visits featuring art making, Whole Book Approach storytimes, Book in Hand storytimes "reading pictures," or team-teaching with the classroom teacher; and bibliographic research support for teachers. A limited number of residencies are available and can often be funded through grants written by schools. **Fees are determined on a case-by-case basis.**

The following sites have hosted Museum residencies:

- Jackson Street School, Northampton, MA (2003)
- E.N. White Elementary School, Holyoke, MA (2003)
- The Common School, Amherst, MA (2003)
- Egremont Elementary School, Pittsfield, MA (2004)
- Mohawk Trail Regional School District, Franklin County, MA (2005)

## CONSULTATION

A fee of \$100/hour will be charged for professional consultation efforts which are clearly aligned with the Museum's mission to increase visual and verbal literacy, provide the tools to enjoy and appreciate art of every kind, and to celebrate the art of the picture book. Ongoing consultation can also be arranged to support the development and implementation of your lessons employing the methods outlined in these workshops.

## REGISTRATION

Professional Development programs are available at the Museum or at your site. Programs that take place at the Museum include Admission and a 10% discount in the Museum Shop (Members 20%) on the day of the program. All full-day programs include lunch. Lunch may be added to any half-day program for an additional \$12 per person.

**Target Audience:** Teachers, librarians, children's literature instructors, graduate and undergraduate classes, homeschooling parents, and artist and writer groups. (Programs can also be adapted for older students.)

**To arrange a Professional Development program at the Museum contact Rosemary Agolia at [rosemarya@picturebookart.org](mailto:rosemarya@picturebookart.org) or 413.658.1114**

**To arrange a Professional Development program at your site contact Megan Lambert at [meganl@picturebookart.org](mailto:meganl@picturebookart.org) or 413.658.1123.**

## ADDITIONAL FEES

### **Mileage**

The Museum will charge a fee of \$.48/mile for roundtrip travel between its Amherst location and the hosting site. The Museum will calculate this fee using an internet map source.

### **Distance**

The Museum absorbs one hour of roundtrip travel for outreach programming. Any additional time will be rounded to the nearest half-hour, and the rate will be \$30/half-hour of travel time outside of the one-hour roundtrip radius. This radius is determined by the Museum through an internet map source.

### **Accommodations**

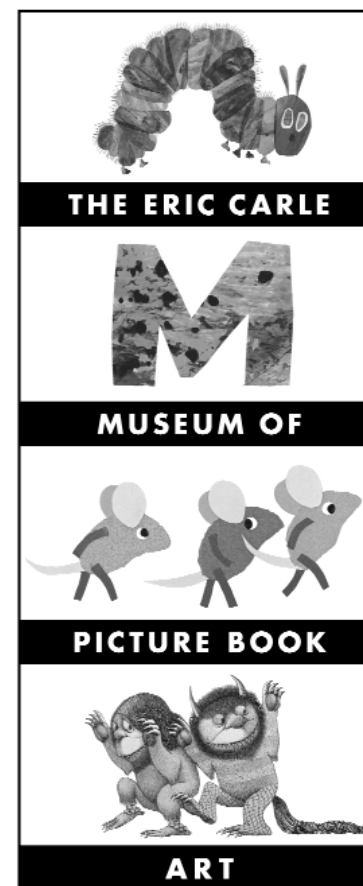
Any site outside of a four-hour roundtrip radius from the Museum will be asked to provide overnight accommodations for the outreach consultant/presenter at his/her discretion. A per diem rate of \$45 may also be applied to cover meals and incidental expenses incurred by the consultant/presenter.

## MISSION

The mission of The Eric Carle Museum of Picture Book Art is to inspire, especially in children and their families, an appreciation for and an understanding of the art of the picture book. In fulfilling our mission, we aspire to build bridges to an appreciation of art of every kind and to provide an enriching, dynamic, and supportive context for the development of literacy. We deliver this mission by collecting, presenting, and celebrating the art of the picture book from around the world and by providing interactive experiences and programs that are engaging and educational.

# PROFESSIONAL DEVELOPMENT

*at The Carle or at your site*



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