

TRI-COUNTY REGIONAL VOCATIONAL TECHNICAL SCHOOL DISTRICT ANNUAL REPORT 2010

In July, 2010, the School Committee reorganized and selected the following officers: Chair, Robert J. Rappa (Franklin), Vice Chair, Jonathan Dowse (Sherborn) and Secretary, Donald Seymour, (Norfolk).

The School Committee conducts its regularly scheduled meetings on the third Wednesday of each month at 7:00 PM in the Conference Room at the school. Subcommittee meetings are scheduled as needed.

Enrollment of Tri-County RVTHS continues to grow in all areas: in our secondary programs, our postsecondary programs and our continuing education classes. The ongoing increase in numbers is recognition of our successful three-fold mission: high vocational standards to train the workforce; high academic standards to prepare students for college; and high community service standards to prepare good citizens.

These standards are visible in the achievements of our students and in their services throughout our member towns. The vocational skills of our students can be witnessed by all those who visit Tri-County RVTHS to take advantage of our services – Culinary Arts, Cosmetology, Auto Collision, Auto Technology and the like. Their vocational skills, as well as civic skills, are also visible out in the community when plumbing, carpentry, electrical and other programs work on public sector buildings and projects to save our towns labor costs in these difficult economic times. Finally, our students' abilities are on display in their cooperative education jobs throughout the district.

The academic skills are visible in our students' achievements such as winning the state-wide Vocational Mathematics Competition for the second consecutive year or the High Schools That Work Gold Achievement Award. Their academic skills are also evident when all students have passed MCAS since 2005 or when 60% of the graduating class continues on to further education.

Their citizenship skills are also to be observed throughout the member towns as each one performs his/her annual mandatory community service. Look for them as they undertake projects to improve their local community oftentimes utilizing skills learned in their respective program majors here at Tri-County RVTHS. We were especially proud to be selected the winner of the 2010-2011 Mayflower Athletic Conference Sportsmanship Award. The award is earned through a process in which varsity coaches in the league choose a school which displayed exceptional sportsmanship for each sport in which they competed. The selections from all sports are then tallied at the end of the year, and the school with the most points is presented with the award. Tri-County also won the Sportsmanship Award in 2006.

Tri-County was also one of four technical schools in the U.S. featured in a video produced by the National Association of State Directors of Career Technical Education Consortium. The video, entitled, CTE: Making the Difference, acknowledges model high schools that prepare and empower students to succeed through outstanding career technical education.

Recognition belongs not only to Tri-County's students and staff but to its School Committee as well. Through the ongoing efforts of various subcommittees, the Tri-County School Committee has been able to accomplish several significant milestones. Tri-County was approved to take part in the Massachusetts School Building Authority Green Repair Program. The Green Repair Program will help Tri-County pay to replace two air conditioning systems and to upgrade the hot water heating system, which is original to the 1977 building. In addition, and most impressively, with the guidance of the School Committee, Tri-County has been able to operate school on a required minimum contribution budget. In other words, for the last two years, Tri-County has not asked member towns to contribute anything more than what the State has determined each town must contribute for the education of its students at Tri-County. The Committee recognizes the economic stress prevalent in our member towns and works collaboratively for the betterment of all.

Graduation

One hundred eighty-five students graduated in a notable afternoon ceremony on Sunday, June 5, 2011. Superintendent-Director, Barbara A. Renzoni, presided over the ceremony at which over 1,200 guests were present. School Committee members, Jonathan Dowse and Robert Rappa, presented diplomas to the graduates. Karen Kennedy, Interim Director of Guidance, presented scholarships and awards totaling \$62,000 to deserving seniors. The grand total of scholarships and awards for the class of 2011 was \$688,500.

Guidance & Special Education Services

In September, 2010, Tri-County welcomed 963 students to the new school year. The respective number of students from member towns was as follows: Franklin-206, Medfield-14, Medway-78, Millis-43, Norfolk-37, North Attleborough-259, Plainville-79, Seekonk-51, Sherborn-4, Walpole-62, and Wrentham- 71.

During the 2010-2011 school year, the Guidance Department continued its programs to provide information to students, parents, sending schools and district communities. The Guidance Department provided counseling for students in career pathways and postsecondary education. Tri-County has served as a pilot school for the Department of Elementary and Secondary Education's development of *Your Plan for College*, a no-cost, comprehensive college and career planning portal designed to help Massachusetts students manage their educational and career pathways.

Tri-County was named *2011 Top of Class by Your Plan For College* and was inducted into its 2010-2011 Circle of Champions. Tri-County earned this distinction by performing in the top ten percent of Massachusetts high schools that engaged students and parents through *Your Plan for College* during the 2010-11 school year. Tri-County's faculty and staff were recognized for helping students better prepare for college and careers.

The Guidance Department, with assistance of personnel from the Massachusetts Educational Financing Authority (MEFA), presented programs on college preparation. Tri-County hosted Career Days for over 2,500 Grade 8 students from the regional district.

Guidance services included the development of a four-year career plan for students in grades 9 through 12. The career plans were reviewed with parents at the annual parent-student-guidance counselor conference. Massachusetts Bay Community College personnel administered the Accu-Placer, the state college placement test, to students.

Academics

Tri-County Regional Vocational Technical High School continues to earn wide-spread recognition for academic and vocational success by combining rigorous and challenging academic courses with modern vocational studies. The initiatives implemented through *High Schools That Work* allow Tri-County to be recognized as a forerunner in vocational education. Implementation of the newest technology as well as innovative vocational technical programs ensures student success. Their success is measured in the classroom and ultimately in a chosen career path whether it is higher education, entrance in their vocational trade or military careers.

Over eighty-five percent of our students completed the Mass Core Curriculum requirement which is the Department of Elementary and Secondary Education recommended academic program for college and career readiness.

More than fifty seniors from the Class of 2011 were awarded John and Abigail Adams Scholarships. These scholarships are awarded to students who achieve two advanced scores or one advanced and one proficient score on the Grade 10 English Language Arts and Mathematics MCAS exams.

Tri-County RVTHS was recognized by the Southern Regional Education Board (SREB) for equipping students with 21st century skills through high quality career and technical programs. In the SREB publication, *Ready for Tomorrow: Six Proven Ideas to Graduate and Prepare More Students for College and the 21st Century Careers* (November 2009), Tri-County's Senior Project initiative was recognized as

a promising practice for developing 21st century skills that integrates academic learning with career technical education. The Senior Project allows students to discover how their academic knowledge and career technical skills can be integrated to create three components – a research paper on a topic in their assigned technical field, a related product or service, and a formal presentation.

Another area of recognition was the local Voice of Democracy Contest. The Voice of Democracy Contest was created in 1947 to foster patriotism by allowing students in grades 9 through 12 to voice their opinions on an annual theme. Many of our local students participated by composing essays, stories, and scripts based on a theme. In November 2010, three Tri-County students were chosen as winners of the VFW Post 3402 Voice of Democracy Contest based on recordings of their essay scripts addressing the theme, "Does My Generation Have a Role in America's Future?" One student received additional recognition by winning the Norfolk County District 5 competition.

Finally, Tri-County produced its own heroes when it hosted the Fourteenth Annual Vocational Mathematics Competition in the Kenneth Custy Gymnasium with eleven vocational schools from throughout the State competing for top honors. In a true team effort the Tri-County Mathematics team placed first in the competition marking the fifth time the school has captured the trophy.

VOCATIONAL TECHNICAL PROGRAMS

Students in the Vocational Technical Programs experienced many successes, both school wide, and in their individual career areas. The grade 10 students from every vocational program completed the 10-hour OSHA training program in November. The training included 2 ½ days of interactive, specialized training in construction and general industry health and safety standards. All students passed the required exam and received a 10-hour OSHA card.

Tri-County students again achieved success at the State SkillsUSA Competition. In fact, Tri-County sent three secondary students and four postsecondary students to the National SkillsUSA Competition held in Kansas City this past June. A student in the Automotive Program won a silver medal in the Automotive Technology competition and our postsecondary Practical Nursing Students came home with a gold medal in Prepared Speech, and a bronze medal in Job Skills Demonstration. All those who competed ranked in the top seven in each of their competitions.

Two Auto Technology students competed at the Massachusetts Auto Dealers Technology Student Competition in December and took first place. This award enabled them to move on to the national competition, held in New York City in April. The students won fifth place at the national level, which included completing tasks involving skills such as tire-balancing and compression checks. The competition also involved diagnosing pre-assigned problems and repairing them within a three hour period.

Tri-County again received a grant from the U.S. Army to help fund the Robotics Team. The Robotics team, named "Tri Force" competed at the *FIRST Robotics* Competition in April at Boston University, and then competed in the *Beantown Blitz* Competition in June at Northeastern University.

The CIS students competed at Bristol Community College this spring and came away with many medals and awards in their respective computer literacy categories.

Two Vocational teachers were honored this past year with teacher excellence awards. Mrs. Angela Batt, a second year teacher in the Engineering Program was selected as the Massachusetts Vocational Association New Teacher of the Year. Her award included a check in the amount of five hundred dollars to purchase accessories for the CNC Milling Machine in the Engineering Program. Mrs. Kim Zogalis was honored by Bristol Community College for her exemplary use of technology in the classroom.

Auto Collision Repair: Students in the Auto Collision Repair program continued to serve the needs of the community and the Tri-County District by repairing vehicles under the supervision of their instructors. Students participated in field trips to emphasize the diverse career opportunities for students pursuing a career in this field.

Auto Technology: Auto Technology, one of the most popular programs at Tri-County, continued to maintain our school vehicles, and repaired and serviced cars, trucks and motorcycles owned by residents

in the eleven-town district. Students participated in the AYES shadowing program by observing employees in local auto repair shops, to learn the many aspects of the career.

Both Collision Repair and Auto Technology continue to be ASE Certified from the National Automotive Technicians Education Foundation. This nationally recognized certification is considered to be the highest achievement known in the Automotive Industry.

Carpentry: The Carpentry students were busy working at several outside community projects this past year. Two notable projects were construction of a concession stand/storage building at the Beaver Pond Recreation Area and repair of a house on the property of Medway Community Farm. The students completed the Beaver Pond project and will continue to work in Medway next school year. They also completed renovations of their shop which met the standards in the Carpentry Curriculum. All of the Carpentry graduates earned pre-apprenticeship cards through the Massachusetts Division of Apprenticeship Training. The cards were issued to students who successfully completed all requirements for graduation from a Chapter 74 approved Carpentry program.

Computer Information Systems: Students in the CIS Program again successfully completed many certification exams, such as MOS, IC and A+. Tri-County continued as a Prometric Testing Center, giving our students the opportunity to take these exams on site. The CIS students also partnered with the Engineering students on the Robotics Team, developing the computer codes to allow the robot to function.

Construction Craft Laborer: Now in its second year at Tri-County, the Construction Craft Laborer students continued to participate in field trips at the NELTA Training Center in Hopkinton, where they took second place on Construction Career Day this past May.

Cosmetology: The Cosmetology Program continues to operate a full service hair and nail salon for members of the eleven towns in our district. Several Senior Citizen groups enjoyed hair and nail services by the grade 11 and 12 Cosmetology students. The students traveled to Assisted Living Centers in our communities to provide their services to the residents. The grade 9 and grade 10 students welcomed many guest speakers to promote various career opportunities for both men and women in the beauty industry. The grade 12 students once again were successful in passing the Massachusetts Board of Cosmetology exam and are gainfully employed in salons.

Culinary Arts: Gerry's Place Restaurant and Bake Shop continue to offer lunch to the public, Tuesdays through Fridays, when school is in session. Culinary Arts continues to be one of the more popular programs in the school. Students attended field trips at a variety of venues to learn about the diverse career opportunities in the food and hospitality industry. Students in the Culinary Arts Program received their certification in Serve Safe, OSHA, as well meeting all standards set forth by the American Culinary Foundation.

Dental Assisting: The Dental Assisting Program is now in its fourth year and eleven students graduated from the program in June. Students in Dental Assisting took the DANB Infection Control Exam and the Radiography Exam this past year as a requirement of the curriculum. The students in the Dental Assisting Program also volunteered to assist at the Community Health Day in Walpole. Students in grades 11 and 12 participated in a required clinical practicum at local dental offices.

Early Childhood Careers: The Preschool Program and the Toddler Program were again fully enrolled, serving children from our sending towns. The students participated in a required field placement at local child care centers and public kindergarten classrooms to expand their experiences working with young children. While visiting a local bookstore, they were featured in an issue of the *baystateparent* publication. Graduates of the Early Childhood Careers Program continue to pursue careers in the field of education by becoming gainfully employed in private centers immediately upon graduation or attending a four year college in order to teach in public schools.

Electrical: Students in the Electrical Program are learning all aspects of both residential and industrial application. The Grade 9 and grade 10 Electrical students practice their skills in the vocational shop. Juniors and seniors in the program work on live projects in the Tri-County school building and in outside projects. Students in the Electrical program worked with the Carpentry and Plumbing students to construct a concession/storage building at the Beaver Pond Recreation area in Franklin. They will

continue to work on a project to renovate a farmhouse on the Medway Community Farm this coming school year. Students also gain valuable training in renewable and sustainable technology by practicing installation and monitoring energy conservation at the photovoltaic PV system which was constructed on the Tri-County grounds. Students prepare for the State Journeyman license examination as they successfully complete both the theoretical and shop aspects of the program. Students will accrue up to 300 hours of Electrical Code instruction and 1,500 hours of practical application toward their license requirements upon graduation.

Engineering Technology: The Engineering Technology Program now incorporates Digital Electronics, Principles of Engineering, Computer Integrated Machining, and Architectural Design into their curriculum. With Project Lead the Way Certification, the students are able to transfer their skills from Tri-County to many PLTW affiliated colleges upon graduation. The Engineering students formed a Robotics team known as the Tri-Force Robotics Team, and competed for the second year in the *FIRST Robotics* Competition held at Boston University, and for the first time at the *Beantown Blitz* Competition, held at Northeastern University. The Tri-County engineering students were also chosen as one of only twenty four high school teams to design research for the International Space Station. The competition included a simulation and ground contest where the teams tested algorithms for the SPHERES satellites to accomplish tasks relevant to future space missions.

Facilities Management: Students in the Facilities Management Program gained skills in the many aspects of managing and maintaining a large industrial complex. They are required to take a CAD course in order to read and interpret blueprints, and perform important maintenance here at their school. They gained experience in renovating classrooms, replacing ceiling tiles, and performing landscaping projects on Tri-County school grounds.

Graphic Communications: The Graphic Communication students continued to provide design and print services for Tri-County as well as for in-district municipalities and other non-profit organizations. Design, pre-press, and printing skills are honed by students enrolled in this program. State of the art technology is used to enable students to be competitive as they pursue careers in this high demand industry.

HVAC&R: Students are trained in all aspects of heating, cooling and ventilation of both residential and commercial buildings. This past year, students in the program repaired refrigeration units in the Culinary Arts program and installed split system air conditioning units in the Tri-County school building. Students took the EPA 608 certification exam for the first time this past school year. With this certification, graduates from the HVAC&R program will be well prepared for high paying employment and further education. Students who complete 2,000 hours as a refrigeration apprentice and achieve a trade certificate upon graduation may sit for the Refrigeration Technician's license exam.

Medical Careers: Once again, all students in the Medical Careers program passed the Certified Nursing Assistant state examination at the end of their junior year. They also received Home Health Aide certification at the end of their senior year. Students also successfully completed the Pharmacy Technician on-line course during their senior year. All students in the program were trained in medical office technology skills as well as basic healthcare knowledge. Tri-County continued to enjoy a partnership with HMEA (Horace Mann Educational Associates) this past year, which allowed the students to gain experience working with developmentally delayed young adults. Students also participated in a clinical practicum at local skilled nursing centers and hospitals. The students who graduate from this program have many career opportunities in the highly competitive health field.

Metal Fabrication: Tri-County reinstated the Metal Fabrication Program this past year with an emphasis on welding. Students will be prepared to attain the AWS certification before they graduate from high school. Students will also learn the fundamentals of metal fabrication and joining processes. State of the art welding equipment allows students to become adept at oxy-acetylene, shielded metal arc, gas metal arc, flux core arc, and gas tungsten welding processes. Students are also being trained in the fundamentals of forming metals, and performing cutting operations.

Plumbing: The Plumbing program continued to be one of the most popular programs. Students practiced their skills in residential and commercial plumbing in the shop. Plumbing students also participated in outside projects in Franklin and Medway this past school year. Tri-County continues to have an articulation agreement with the Plumbers and Pipe Fitters Local Union 4 that allows our students the opportunity for advanced placement in the apprenticeship training program.

Continuing Education

The Continuing Education Department at Tri-County offers both day and evening courses. The day program includes two Post-secondary programs, Cosmetology and Practical Nursing. The entire evening program consists of additional Cosmetology and Nursing programs as well as sixty to seventy other course offerings. The majority of adults served are from within the school district; however, students represent cities and towns from all over Central and Eastern Massachusetts, as well as Rhode Island. Tri-County offered access to Federal Financial Aid in the form of Pell Grants to qualifying students in our Practical Nursing and Adult Cosmetology programs last year for the first time with about one-third of our students taking advantage of the PELL grants. This offering continues to improve community access to these programs through this need based support.

Adult Day Cosmetology: There were fourteen graduates from the Adult Day Cosmetology program in 2011. Tri-County students once again were successful competing in SkillsUSA bringing home two gold medals in the statewide competition. The Adult Day Cosmetology program is a full-time program that follows the high school calendar and runs from September to June. All phases of cosmetology are introduced the first half of the year. The student learns hairstyling, cutting, permanent waves, coloring, manicuring and skin care. This program provides students with the mandated 1,000 hours of schooling and prepares them to pass the State Board of Cosmetology's licensing exam. Registration for the program begins in the spring and details are available by contacting the Continuing Education office at Tri-County.

Evening Cosmetology: In June 2011, eight students from the Evening Cosmetology program participated in the postsecondary graduation exercises held on June 26. The program's curriculum mirrors the day program in content but is spread out in more sessions due to the limited hours at night. This program also provides its students with the 1000 mandated hours and prepares the students to pass the licensing exam. This is still a one-year program that begins in September and runs until the end of June. Classes are held Monday thru Friday evenings from 5:00 to 10:30 p.m.

Adult Day Practical Nursing: Graduating twenty-eight students in 2011 the Practical Nursing program continues to flourish. The Nursing program also had a very successful year competing in SkillsUSA, sending several students to the national competition in Kansas City with one of our students bringing home a gold medal. This is a full-time day program which follows the high school calendar as classes are held from September through June. The Practical Nursing program at Tri-County is designed to prepare graduates for the National Council Licensure Examination for Practical Nurses (NCLEX-PN), which tests for entry-level competency. Successful completion of this examination permits practice as a Licensed Practical Nurse (LPN). Registration for this program requires that prospective students take the TEAS (Test of Essential Academic Skills) exam. The pre-admission tests are administered from October to January. Details are available by contacting the Practical Nursing office at Tri-County.

Adult Evening Practical Nursing: Tri-County is proud to have graduated a second class of fourteen students from our evening Practical Nursing program. The evening Practical Nursing program is a part-time, two-year program that is held on Tuesdays, Wednesdays and Thursdays, 4:00-9:30 p.m. After successful completion of the course, the students are eligible to sit for the NCLEX-PN examination for licensure. Successful completion of this examination permits practice as a Licensed Practical Nurse.

Evening Adult Program: The evening Adult Education program at Tri-County consists of approximately sixty to seventy courses which are offered in the fall and spring semesters. Registration for fall courses takes place during August and September. Registration for spring courses takes place in January and February. Continuing Education course information can be found in brochures available to the public via direct mail and local newspapers. The evening program information is also included on the Tri-County RVTHS website at <http://www.tri-county.tc>, or by calling the Continuing Education office.

Student Activities

National Honor Society: The Peter H. Rickard Chapter of Tri-County is comprised of twenty-five student members. These students participated in many fund-raising and community service activities. Among these activities were campaigns for Pennies for Patients and Cradles to Crayons. NHS members organized these drives, with participation from the entire student body, and raised money for the Leukemia Society and collected school supplies for local disadvantaged children.

In April, the National Honor Society hosted the annual "Leadership Breakfast" honoring Tri-County students who have served in various leadership roles, both elected and appointed, during the school year. Erin Palmer, Development Manager of the Cystic Fibrosis Foundation of Massachusetts attended as the special guest speaker. Ms. Palmer's address spoke to the importance of volunteerism in society and the personal satisfaction which comes with making a difference.

On Wednesday, June 1, NHS activities culminated with the organization and presentation of Tri-County's twentieth Honors Night held in the Kenneth Custy Gymnasium.

Student Government

Student Advisory Committee: The student body elected seven students to membership on the Student Advisory Committee. The principal appointed one of these elected members to attend the monthly School Committee meetings, where he reported on student concerns and activities. Students from this group also served on the Tri-County School Council. Three others served on the High Schools That Work Site Committee. These seven students also served as ex officio members of the Student Council. The student body elected two students to represent Tri-County on the State Student Advisory Committee which met once a month and included students from other schools in the Central Massachusetts region.

Class Officers: The sophomore, junior and senior classes elected a President, Vice-President, Secretary, and Treasurer for their respective classes for the 2011-2012 school year. The freshman class elect officers in January after their last exploratory. Under the supervision of the Class Advisors, officers scheduled, organized and conducted monthly after-school meetings to plan activities which included the Freshman/Sophomore Semi-Formal, the Junior/Senior Prom and the Senior Week activities. The class officers heard and communicated students' ideas to the Student Advisory Committee, and also served as ex-officio members of the Student Council.

Student Council: Each class elected four representatives to the Student Council. These students, along with the class officers and Student Advisory Committee members, served as the overall student governing body committed to the principle of student government. The group met weekly after school, and discussed issues and activities affecting the student body. The Student Council served as a liaison between the student body and the school administration. They provided a means for student statement in school affairs. Under the supervision of the Student Council Advisors, this group was also accountable for conducting and ensuring fair elections for Class Officers, the Student Advisory Committee, and the at-large Student Council membership. The Student Council served as leaders for the student body, sponsoring and organizing social activities which included Freshman Orientation in August, followed by the Friday night activities for the September school Kick-Off Weekend. Student Council students assisted the Athletic Director in planning Homecoming in November and sponsored the many Spirit Week activities. In addition, the Student Council planned and coordinated civic, social, fundraising, and community service activities, provided input to the administration on student handbook revisions and acknowledged administrators and teachers throughout the school year.

Extra Curricular Activities

There are nine extra-curricular activities at Tri-County. These clubs provided students with after school opportunities to explore and enjoy. Tri-County worked to provide a myriad of opportunities for all students during the extended week day and many weekends. This year, the Music Club held a talent show and the Drama Club performed *The Girls in the Garden Club*. These performances allowed students to showcase their artistic talents. The Math Club and Robotics Club participated in interscholastic competitions where students put both their academic and vocational experience to the test. In these events, the Math Team took first place for the second year in a row in the Massachusetts Vocational Mathematics League.

Summary

Tri-County Regional Vocational Technical High School is proud to provide a quality career education to the residents of its eleven member towns. Tri-County students are highly visible in our sending districts in a variety of roles. They serve as interns, summer employees, and cooperative education students and have completed a number of outside projects within our member communities. Each of these experiences assists our students in demonstrating what they have learned in their vocational programs.

Vocational training is only part of our success. Academic preparation is noted through the growing number of scholarships acquired from local associations and organizations, as well as the increased number of students now attending college upon graduation. Tri-County continues to prepare students as good citizens and this is witnessed through the actions of individual accomplishment of students through the mandated community service graduation requirement, as well as community service projects organized through a number of extra-curricular organizations. Two major school-wide projects this year were the annual *Holiday Gift Drive* and *Support for Our Troops*.

Tri-County is your town's vocational technical school. Our goal is to prepare our students to be good citizens who serve their community. Many of the programs offered at Tri-County are available to the public and our service programs are open to residents. Our facilities continue to be available to town administrators for meeting use.

Projects for member towns which were completed by Tri-County students included: *Franklin*, Carpentry, Plumbing, and Electrical students built the new concessions building for the town; *Seekonk*, Carpentry students built and installed cases for the Seekonk Town Hall; *Medway*, Carpentry and Electrical students have been working on the rehabilitation of an old farmhouse for the Medway Community Farm. This project will continue in the fall as well as our Graphics Program providing printing services for several towns.

Tri-County students also completed many projects located here at the school: Plumbing students installed a developing sink in Graphics, a new stove in Culinary, and did prep work for new heating units in Facilities Management. Electrical students installed new lighting in several interior and exterior areas of the building. Facilities Management students renovated a conference room and completed several landscaping projects. All of these undertakings were in addition to routine maintenance tasks.

Tri-County lives by its mission statement, specifically in the charge to prepare tomorrow's workforce; to provide a solid academic foundation for further education; and to prepare good citizens. Over the past year, this mission statement continued to move from words on a page, to action.