

the pursuit



A Message From Our Superintendent

Dear DMUSD Families,

Whether our children explicitly tell us or not, they are showing us repeatedly, “I can learn this on YouTube.” Therefore, a worthwhile question to consider is why do they need school? Generation Alpha is the latest generation to be heavily influenced by the digital world.

Who is Generation Alpha? Children born from 2010–2025 are all part of the world’s youngest generation, known as “Generation Alpha.” The significance of this time period is profound—2010 was the year the iPad was launched, Instagram was created, and “App” was the word of the year—and so from their earliest years, this generation of children has been screenagers.

This generation is experiencing life differently than any other before them. Historically, childhood has been thought of as a time for play and exploration—riding bikes, playing outdoors, or reading for pleasure. While these experiences are likely to happen still, the way our children learn and socialize is drastically different now with the presence of technology. Now more than ever, competing demands for students’ time and attention have brought to the forefront the conversation about how kids learn and the health and well-being of this generation of children.

Our children today need us to see the world through their lens and to see school through their lens. What excites Generation Alpha about school? What are we doing to capture their attention and inspire the desire to stay engaged with learning and with life?

Undoubtedly, students today need school in order to learn skills in critical thinking, communication, and collaboration. Children need rich and meaningful learning that has at its core engaging

experiences, innovative thinking, and a rigorous academic curriculum.

When the children of Generation Alpha have all been born (2025), they will number almost 2 billion—the largest generation in the history of the world. It is our commitment that every one of these children in DMUSD has an extraordinary educational experience that prepares them to be lifelong learners who are curious about the world. Our children will have the skills and desire to influence society in wonderful ways.

Sincerely,

Holly McClurg

Holly McClurg, PhD
Superintendent



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We can't have schools that teach children how to be taught. We must have schools that teach children how to think.



Who is Gen Alpha?

Children of the Millennial generation, and the first generation to grow up in an entirely digital world where digital tools are omnipresent rather than just a trendy accessory.



They are global, digital, social, mobile, and visual. Their curiosity fosters innovation and future growth.

Generation Alpha is also environmentally conscious with a thoughtful appreciation for the physical world.

By 2025, there will be nearly 2 billion Generation Alphas and they will make up more than 1 of 7 people in the world.



Measure MM to Date — Your Bond Dollars at Work!

The Del Mar Heights School Rebuild project is up and running again! After another delay due to ongoing litigation, the District has again prevailed and construction has restarted.

The modernization of Del Mar Hills Academy is in the planning stages with the goal of starting construction in 2024.



Architect's Rendering of Del Mar Heights School

Classroom modernizations continue at all school sites, and new playgrounds were installed at Carmel Del Mar School and Ashley Falls School, with Ocean Air, Sage Canyon, and Torrey Hills Schools scheduled to have playgrounds replaced during summer 2023. Exciting work is impacting our students and communities across the District!



5 playgrounds replaced*



68 modernized classrooms*

**school year to date*

Are Your Kids Cyber Safe?

Cyber Safety Cop, Clayton Cranford, conducted assemblies for the 4th, 5th, and 6th graders at each of our schools on the topic of online safety. The assemblies focused on the risks of social media and provided students with recommendations for protecting themselves online. The assemblies aligned with the information provided to parents during the parent presentation, Parenting in the Digital World.

Some big ideas that students learned:

- The real world and the digital world are the same.
- Your social media profile is like the front door to your home. If you wouldn't let a person in your home, don't accept them to your social media profile.
- Never post mean, rude, or threatening messages. Remember the airport rule! (Making a joke about a threat could have serious consequences.)
- If you receive an inappropriate or mean message, do not respond to it and do not share it. Take a screenshot of the message and immediately report it to an adult.
- Use your social media to have a positive impact.

For additional resources and to learn more about Clayton Cranford, please visit the website at <https://cybersafetycop.com/>

