



**GEORGIA CHILDCARE  
ASSOCIATION PRESENTS**

# **ECE EXECUTIVE IMPACT COHORT**

ECE Executive Impact Cohort is an exclusive, high-impact experience designed specifically for childcare owners and directors seeking to grow their business, strengthen operations, and connect with like-minded leaders.

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Each cohort brings together 10–12 participants for 3 months of powerful collaboration, expert insights, and actionable strategies.

Just one new student enrollment at your program can completely pay for your participation in this cohort.

**Your leadership development pays for itself – literally.**

**2026**



# Program Information

The cohort is a three-month cohort-based initiative running from January to March 2026. Meetings will be held every other Wednesday for 2.5 hours each, with the format to be determined as either virtual or in-person. Each meeting will include 10 to 12 childcare owners or directors, ensuring a personalized and collaborative experience. The investment for participation is \$3,500 per participant per cohort, with non-member pricing set at \$3,750. Enrollment is limited to maintain an intimate and focused group dynamic.

***This cohort is designed for owners and directors seeking growth, operational clarity, and a strong peer network.***

## Meet Your Facilitators

### **Michelle Smith Lank, *Lead Facilitator***

Michelle leads the ECE Executive Impact Cohort with a passion for empowering early childhood leaders to lead with clarity, confidence, and purpose.



### **Courtney Mays, *Co-Facilitator***

Courtney partners as Co-Facilitator, bringing a supportive and engaging approach that strengthens peer connection, accountability, and applied leadership growth.



# 2026 Meeting Dates



SEPTEMBER - DECEMBER  
COHORT

**6 Work Sessions**  
**9:00 am - 11:30 am**

- September 16 Meet & Greet
- September 30
- October 14
- October 28
- November 4
- November 18
- December 2

# Why Join the Cohort?



### Why Join the ECE Executive Impact Cohort?

*Strengthen your leadership. Transform your program. Expand your impact.*

This cohort gives owners and directors the clarity, confidence, and collaborative support needed to strengthen operations and grow their programs.



### → Goals

- ✓ Build a powerful network
- ✓ Get direct access to industry experts
- ✓ Improve staffing, enrollment, and operations
- ✓ Implement proven growth strategies
- ✓ Make better financial and administrative decisions



*And remember:*

***Just one new child enrolled at your center can pay for the entire program.***

# Cohort Topics



Each 2.5-hour cohort session blends collaboration, coaching, and expert guidance designed specifically for childcare owners and directors. *(May change with needs of cohort)*

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TOPIC	DETAILS
<b>1. KICKOFF &amp; GOAL SETTING / EXPECTATIONS LEADERSHIP &amp; SELF DEVELOPMENT</b>	Clarify cohort goals and business metrics.
<b>2. ENROLLMENT ENGINE</b>	Boost leads, tours, and conversions.
<b>3. PEOPLE &amp; STAFFING</b>	Recruiting, onboarding, retention, and culture.
<b>4. FINANCE CLARITY</b>	Pricing, margins, cash flow, and forecasting.
<b>5. SUMMER CAMP STRATEGY</b>	Design, pricing, marketing, and staffing.
<b>6. QUALITY &amp; COMPLIANCE</b>	Audits, HR, curriculum, and operational excellence.
<b>7. MARKETING &amp; BRANDING</b>	Storytelling, community partnerships, and reviews.
<b>8. DATA &amp; DECISION-MAKING</b>	Dashboards, KPIs, and operating reviews.

## ADDITIONAL ENRICHMENT SESSIONS

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# Advocacy Session



*Optional Add-On Session*

This session highlights the importance of advocacy within the childcare sector and encourages leaders to elevate their voice in policy, community engagement, and legislative awareness. Participants capture their learning and impact through a brief reflection video, showcasing key insights and actionable outcomes from the session.

### **Video Placeholder:**

“Advocacy Session – Participant Learning & Impact Video”

# Human Resources Session

*Optional Add-On Session*

A focused deep dive into staffing systems, onboarding practices, employee retention strategies, and building a strong workplace culture. This session equips leaders with practical tools and insights to strengthen HR operations across their programs.

# Program Visit: Peer Site Exchange / Center Tour Experience

As part of the ECE Executive Leadership cohort experience, participants will have an opportunity to visit a peer program or model GCCA member center. This Program Visit will include:



## #1

A guided center tour highlighting operational excellence, classroom environments, and leadership systems in action.



## #2

A peer exchange session where hosts and guests share takeaways, tools, and ideas that can be replicated across programs.



## #3

Optional breakout reflections facilitated by GCCA to capture learning and create an actionable implementation plan.



These visits reinforce collaboration, spark innovation, and strengthen the GCCA community through real-world exposure to best practices.

# Added cohort value for members include:

## → #1

Additional 2 hours (\$175.00 per hour), Private 1:1 during cohort (1 hour)

Participants gain hands-on tools and director-level strategies they can immediately implement in their childcare programs.

## → #2

Private communication group (Slack/WhatsApp)  
Special recognition at Conference, reception, differentiation of badges and swag.

Select content experts across areas such as staffing, compliance, marketing, finance, and operations will be brought in to peer coach. Participants gain access to tools and peer collaboration throughout the program.

## → #3

Learning and networking with peers across the state



# Enrollment Details



→ **Registration Opens:**

✓ March 1, 2026

→ **Registration Closes:**

✓ September 1, 2026

→ **Payment:**

✓ Full payment is required at the time of registration.

→ **Cohort Capacity:**

✓ Limited to 10–12 participants



## REQUIRED INFORMATION TO REGISTER

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# Provide These Details



When submitting your registration, please provide the following:

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**FULL NAME**

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**HOME ADDRESS**

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**CELL NUMBER**

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**PROGRAM NAME**

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**PROGRAM ADDRESS**

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**PROGRAM TELEPHONE NUMBER**

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**GCCA MEMBER OR NON-MEMBER**

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## NEXT STEPS

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If you're ready to grow your leadership and elevate your childcare program, join us for the 2026 Cohort.



→ **Registration Period:**

✓ March 1, 2026 -  
September 1, 2026

For inquiries or interest in joining  
the 2026 ECE Executive  
Leadership Cohort, please contact  
GCCA at:  
[admin@georgiachildcare.org](mailto:admin@georgiachildcare.org)

→ **PHONE**  
**404-254-3969**

→ **EMAIL**  
**[admin@georgiachildcare.org](mailto:admin@georgiachildcare.org)**

→ **WEBSITE**  
**[www.georgiachildcare.org](http://www.georgiachildcare.org)**



## ECE EXECUTIVE IMPACT COHORT

# THANK YOU!



2026 Fall Cohort

<https://www.georgiachildcare.org>