

GCCA OWNERS' AND DIRECTORS' CONFERENCE

FRIDAY, APRIL 22, 2022

8:45AM-9:00AM Coffee & View our Vendors

09:00AM-10:15AM **BREAKOUT SESSION 1**

Breakout I- Nikki Weldon, nweldon.com: *Building Family Resilience from the Inside Out*

In this class you will learn how we have all been affected by the events of the past two years, both at home and at school. You'll learn specific strategies to help families heal and build resilience.

Breakout II- Kathe Petchel, Hinge Advisors: *Need a Blueprint for Hiring a Team that Stays? Take a Deep Dive into Easy to Implement Hiring Strategies including 10 Indeed Strategies that Work!*

This session is a deep dive into Indeed strategies and will include creating good job titles, using photos and videos on ads, appealing to the audience (avatar) you want, ensuring you have a call to action, flexibility and thinking outside the box in terms of appealing to millennials and Gen Z, useful setting on Indeed to track your competition, how to shorten hiring pipeline time frame, and showing several examples of great Indeed hiring ads. We will also cover benefits versus features in terms of language for attracting candidates.

10:15AM-11:30AM ***CATCHING UP WITH THE CEO ELLEN REYNOLDS***

Welcome from GCCA

Updates in Georgia

Call to Action

11:30AM-1:00PM *EXPOSING YOUR CHILDREN TO CULTURALLY DIVERSE CHARACTERS IN LITERATURE*

Crystal Swain-Bates, Goldest Karat Publishing

For the past decade, there has been overwhelming agreement that we need greater representation and inclusion in the publishing industry.

Diversity is a part of everyday life and our books should reflect that. Until real strides are made in the publishing industry, children are being denied the opportunity to access unique, authentic, culturally-rich perspectives through literature and that's a real tragedy for everyone.

In this talk, I will discuss the state of diversity in children's literature and present actionable steps parents and educators can take to make the books they expose children to more diverse.

1:00PM-1:45PM Lunch & View our Vendors

1:45PM-3:00PM **BREAKOUT SESSION 2**

Breakout I- Donna Dailey, Solutions for Child Care: *Stable Grants Utilization: Using Grant Funds to Strengthen Not Weaken Your Business*

The Child Care Stabilization Grants (GA – Stable Grants) represent a historic investment in the early childhood education industry. As indicated in the name – Stabilization Grants, the program and funds are being provided to shore up child care businesses battered by the COVID-19 Pandemic and provide for a financially stable child care business and industry in the future.

The allocation of the Stable Grant funds can positively impact your child care business, both short-term and long-term, if used appropriately. If funds are not allocated to things that will ensure a stronger financial picture for your child care business, after the grant funds are gone, you may find your child care business is less financially stable than before.

Breakout II- Danielle Millman, GCCA: *Becoming "The Employer of Choice" in 2022: Shifting from The Great Resignation to The Great Retention*

In this workshop, you will learn about retaining your school's greatest asset, your People. We will review the current state of education and average turnover rates. We will cover what matters most to employees today, myths and facts. Spoiler Alert - it may not be what you think! And then, we will discuss the best way for you to build your culture, implement a full retention strategy, and what methods you can use to check your progress towards your long-term vision of being "The Employer of Choice" in the early childhood education industry.

3:00PM-4:30PM ***GET PAID! 7 WAYS TO GET THE PRICE YOU DESERVE***

Neel Sengupta and Thad Joiner, Better Beans Branding

Let's get serious. You are a business! ...and are continually challenged by demonstrating your value and explaining your tuition rates especially to new families. We'll discuss a few key strategies you can use to enhance your communication, convey your investment in families and get credit for your program. From intentional features to true differentiators we'll provide key tactics our best clients use to get the price they want.

4:30PM ***CLOSING***