

## AfSFH Committee Meeting Minutes

**9<sup>th</sup> December 2018, 10.00am – 13.00pm - Location: Online via Zoom**

**Present:** Helen Green (HG), CEO & Journal Editor  
 Trevor Eddolls (TE), Head of IT & Social Media  
 Anne Wyatt (AW), Head of Membership  
 Nicola Taylor (NT), Head of Standards  
 Andrew Major (AM), Head of Marketing  
 Sacha Taylor (ST), Head of Finance (took minutes)

**Agenda:**

*Follow up from last meeting:*

- (1) Update on new website (184.7, 185.4, 189.5) - HG/AW
- (2) Update on Office 365 (189.15) - TE
- (3) Results of first Supervisors' Network Meeting (189.2) - HG/TE

*Rolling Agenda Items:*

- (4) Communications to Supervisors - ALL
- (5) Volunteer for Newsletter this month - ALL
- (6) Journal Update & Assistance required - HG
- (7) IT Update – TE
- (8) Membership Update – AW/AM
- (9) Finance Update – ST
- (10) Marketing Update – AM

*Items Arising This Time:*

- (11) Safeguarding – NT
- (12) Website (future content and planning) – HG
- (13) 2019 goals for the year ahead – HG/ALL
- (14) Social Media Monitoring – HG

No.	Minute	Action
<b>1812.1</b>	<b>Apologies for Absence</b> All Exec members were present	
	HG opened the meeting by thanking everyone on the team for their tremendous efforts in getting the new AfSFH website up and running and especially to AM for his input throughout.	
<b>1812.2</b>	<b>(1) Update on new website</b> AM said the new site had been well received so far and HG said it was certainly a credible foundation to build on. AM said he'd like to get to grips with the Analytics side of things to know which pages are most popular and he will chat to TE about this. Database processes have all been updated, the CPHT schools are due to be briefed and all feedback so far has been positive. AW said she spoke with SR before trialing it and the process was very straightforward, all applications getting through fine. She added the process hasn't been as time-saving as she had hoped yet but part of that is getting used to the new process. It is still a manual process to allocate a membership number to each student, as is filling in payment information. AM will look into this. AW added that all	<b>AM/TE</b>          <b>AM</b>

## AfSFH Committee Meeting Minutes

**9<sup>th</sup> December 2018, 10.00am – 13.00pm - Location: Online via Zoom**

	<p>info has been included, unlike before, so the need to chase tutors has decreased dramatically. However, the students still spend a significant amount of time filling in the form, so tutors may still need to follow this up, but AW is happy she no longer needs to try and decipher handwritten forms! AW added there is still an issue with one school and 4 intakes on backlog, but they are now getting some admin support, so this is hopefully going to be cleared soon.</p> <p>AM then queried if payments are recorded on PayPal instead of our database as not all students can see the payment information. AW added that 2 members have reported that PayPal insists on them setting up a PayPal account to pay, even though this is not normally the case. AM/HG to look into this and can create a 'payment help' document on the website to outline the process. ST suggested we do tests and AM agreed to do it, with ST refunding him accordingly. TE added it would be useful to screenshot each page as he goes through the process. HG said once we sort out these teething issues, we can ask SR to filter the information down to all CPHT tutors and students.</p> <p>AW then asked about non-CPHT applications – how do we verify them? It was suggested there could be a tick box if you are a CPHT graduate, so if they tick 'yes' they go to the application form, if they tick 'no' they are directed towards a verification process.</p> <p>AM would like to create a dashboard to see how things are going across the website. HG added we might also need page tag indexing and TE added we still need a video on the home page to increase our priority (better than page tags). AW and AM agreed to set aside 5-10mins to discuss database process for lapsed members.</p>	<p style="text-align: center;"><b>AM/HG</b></p> <p style="text-align: center;"><b>AM/ST</b></p> <p style="text-align: center;"><b>AM</b></p> <p style="text-align: center;"><b>AW/AM</b></p>
<p><b>1812.3</b></p>	<p><b>(2) Update on Office 365</b></p> <p>TE explained that the hold-up was due to Office 365 only allowing card payments to set up an account and ST said the debit card application process had been prolonged and frustrating but that it is finally sorted and TE should have Office 365 set up by Friday. TE added that email addresses had been sorted so we will no longer need to do auto-forwarding and Microsoft can set it all up for us and transfer our mail for us for an additional £7 per month. As the set up would be time-consuming, this was agreed. HG asked what would happen to the gmail accounts and TE reassured her they will be fine – historical mail will stay, it's just new emails that will no longer auto-forward. HG acknowledged there would be a transitional period as we all get used to the new system, and AW hoped it would be simple to pick up. TE confirmed to AM that Skype for Business is included also.</p> <p>At our next meeting, TE will include a 10-minute training course for those who would like to try it out, or he can email instructions over instead.</p>	<p style="text-align: center;"><b>TE</b></p> <p style="text-align: center;"><b>TE</b></p>
<p><b>1812.4</b></p>	<p><b>(3) Results of first Supervisors Network Meeting</b></p> <p>Three people attended the first Supervisors' Network Zoom Meeting (HG, TE and one non-Exec Supervisor). Originally 7 signed up but 4</p>	

## AfSFH Committee Meeting Minutes

**9<sup>th</sup> December 2018, 10.00am – 13.00pm - Location: Online via Zoom**

	<p>sent apologies. HG discussed the last newsletter and found the meeting useful and the next meeting has been tentatively scheduled for end of January. TE did a poll in the AfSFH Supervisors' FB group page to see what days/times worked best and it was a close result, but the next meeting will be held on a Monday morning. ST added we can rotate days/times to suit as many supervisors as possible as the meetings continue. ST asked what they got out of the meeting and they had discussed how to help supervisees with serious issues. NT added there is a Supervisors Guide in the pipeline as an additional resource. AW added that mutual support seems to fade when you become a Supervisor and have to pay for supervision to help you support your own supervisees, so the idea of an AfSFH Supervisor network is a good one. It was suggested we could do a 5-minute presentation on safeguarding at the next meeting. ST asked if we could make it more structured next time, perhaps with an agenda and minutes and this was agreed. AW added that sharing processes for rare, but important issues would be ideal moving forward, such as letters for court – this could also inform content for Supervisor support documents to come in future.</p>	<p><b>NT</b></p> <p><b>HG</b></p> <p><b>TE</b></p>
<p><b>1812.5</b></p>	<p><b>(4) Communications to Supervisors</b></p> <ul style="list-style-type: none"> <li>• Confirming the date for the next Zoom Networking Meeting.</li> <li>• Mention the need for supervisors to investigate their local area protocols for reporting abuse (see Safeguarding under point 1812.12 below).</li> <li>• ST asked for the Supervisors newsletter to be refreshed/clearly identified with our logo – TE suggested having a specific supervisor's logo in teal perhaps.</li> </ul>	<p><b>TE/HG</b></p> <p><b>HG/TE</b></p>
<p><b>1812.6</b></p>	<p><b>(5) Volunteer for Newsletter this month</b> HG doing December newsletter and will include a document 'Your Profile'</p>	<p><b>HG</b></p>
<p><b>1812.7</b></p>	<p><b>(6) Journal Update &amp; Assistance required</b> HG said the last journal was a bit hectic as there were a few article changes required close to publication. It is agreed that the AfSFH will now offer a £10 Amazon voucher to those whose articles are printed and plans for a feature article about the new website in the next edition.</p> <p>AW added it is now easy to find our email address online, but can this be added somewhere in the journal? ST suggested in the inside cover, and HG suggested on the back page due to layout restrictions.</p>	<p><b>HG</b></p> <p><b>HG</b></p>
<p><b>1812.8</b></p>	<p><b>(7) IT Update</b> <u>We currently have:</u> 354 members on closed FB group (+3) 788 like our public FB page (+32) 432 we follow on Twitter (+9) 740 follow us on Twitter (+5) 22 members in AfSFH Supervisors' FB Group</p>	

## AfSFH Committee Meeting Minutes

**9<sup>th</sup> December 2018, 10.00am – 13.00pm - Location: Online via Zoom**

	<p>TE explained there was no blog for December as a member was still working on their piece to contribute. TE also asked minutes and Journal to be updated with his new title 'Head of IT &amp; Social Media'. ST/HG to action.</p> <p>HG told TE she used the new blog gadget on the website and is should be self-explanatory, but she is happy to assist him if he needs it. It was also suggested that display fields for blogs are updated so the only name displayed is the blog creator and not the person who loaded it, but this may not be possible so to be investigated.</p> <p>HG mentioned that she had had feedback about the public FB page that members really like the science pieces and would like to see more SFH-promoting pieces if possible. And HG would like us to add a comment/header to promote SFH and our website as well, like 'check out our website...' AM said it is great to share stuff but would be even better to link it back to the AfSFH. HG asked if blogs should go on the public page and the team agreed to increase sharing possibilities. AM added that PR articles will be re-added to the site soon, although HG suggested editing/updating them first. AM to look into this.</p>	<p><b>ST/HG</b></p> <p><b>TE</b></p> <p><b>TE</b></p> <p><b>AM</b></p>
<p><b>1812.9</b></p>	<p><b>(8) Membership Update</b></p> <p><u>We currently have:</u>            458 registered members            201 students            4 admin (no change)            1 associate (HG test page)  <b>664 total (increase of +35)</b></p> <p>AW said in the last month, we welcomed 45 new students. AM asked if there had been any feedback on the upgrade process from SR, and AW said not yet. AW has now gone through all outstanding underpayments and only 3 still ongoing. With regards to member overpayments (usually due to not cancelling old standing orders), many members simply don't reply, so AW will take care of them when members contact her or at next renewal. AM suggested sending a direct mail in the post quarterly to ask them to contact us. AW also reported that some members are still paying their standing orders but haven't renewed their membership in the system. HG asked how many and AW estimates between 20-30. ST volunteered to write a letter from 'Finance' and AW to send ST a list of who should be sent it as soon as possible. It was agreed to send 2 letters – one for standing orders coming to an end and one for standing orders still ongoing.</p>	<p><b>AW</b></p> <p><b>ST/AW</b></p>
<p><b>1812.10</b></p>	<p><b>(9) Finance Update</b></p> <p><u>Funds in Bank:</u>            01-Nov-18: £37,956            09-Dec-18: £39,052            Surplus for the financial year to date 2017/18: £1,106            PayPal fees to date: £124.24</p>	

## AfSFH Committee Meeting Minutes

**9<sup>th</sup> December 2018, 10.00am – 13.00pm - Location: Online via Zoom**

	<p>ST said she plans to finalise the Association’s accounts in January, so they are ready well ahead of the next AGM. She confirmed the Association debit card had arrived in her name and reminded HG to apply for her own one as CEO and Journal Editor and how best to do so.</p>	<p><b>ST</b></p> <p><b>HG</b></p>
<b>1812.11</b>	<p><b>(10) Marketing Update</b></p> <p>Moving forward in 2019, AM wants to create a marketing strategy for monthly/quarterly activities. He also aims to improve membership experience and raise our public profile. Initially, AM will evaluate everything we currently have/offer/do and then develop future objectives from there. He asked the Exec for any input towards strategy development. HG suggested simple things first, bigger things later on and to share actions amongst the team. AM will begin the process after Christmas.</p>	<p><b>AM</b></p>
<b>1812.12</b>	<p><b>(11) Safeguarding</b></p> <p>NT said this area was proving a bit of a minefield as it’s so huge and so she has been doing much research with other organisations but found the NCH wasn’t very helpful and the CNHC wasn’t much better. She has been liaising with a Child Protection Officer who responded positively to her efforts so far and sees us as being ‘cutting edge in the field of therapists’ for wanting to provide information on this subject. The question was then raised about supporting Supervisors, depending on their needs and NT confirmed that we will be providing information for them to access in due course. AW asked for a section on emergency situations – what to do if a child discloses a safeguarding issue for example. NT explained that local areas differ in the support they offer so really, it’s up to the therapist to investigate what procedures would be in their area. AW asked for this to be added to the next Supervisors’ newsletter, so supervisors can share or explore their local area protocols.</p> <p>AW asked if there was any possibility of accessing basic training on Safeguarding and ST did wonder if CPHT gives enough information to students on the subject, but then questioned if it is therefore CPHT or AfSFH’s responsibility to update this.</p> <p>NT asked for clarification on the guidelines she is producing – whether they should be for supervisors or all members. HG confirmed we should have a safeguarding page on our website for all members to access, but we should offer more detailed information in the Supervisor’s section. NT wondered if there are externally-led (e.g. NHS) courses available that therapists could access. HG suggested our first step should be to finalise and publish our safeguarding guidelines on the website, then HG/NT can complete the Supervisors’ Handbook which includes scenario-based examples. TE commented that all members need to know what to do and NT said she is also putting content together on DBS procedures as these differ in Scotland &amp; Ireland. ST suggested covering areas such as child</p>	<p><b>NT</b></p> <p><b>HG</b></p> <p><b>NT/AM/HG</b></p>

## AfSFH Committee Meeting Minutes

**9<sup>th</sup> December 2018, 10.00am – 13.00pm - Location: Online via Zoom**

	abuse, domestic abuse and also suicidal clients. NT concluded by saying the process needs to be robust as the way you gather client information is extremely important and errors can hinder the reporting process.	
<b>1812.13</b>	<b>(12) Website (future content and planning)</b> Safeguarding, DBS, ASA info all being completed. Digital advice (e.g. Skype vs Zoom) to be done by TE. Info on card readers, automated text reminders, accounting software also to be collated. HG suggested creating a list of options from historic FB posts, but without any commentary/referral. Another topic would be HMRC/finance tips, explaining sole trader status for example. AW asked if we could do videos instead of written content and HG confirmed that is a possible plan for 2019. TE also asked if we could add contact information when the directory listing comes up as currently there is no email address showing. HG/AM to explore if this is possible in WA.	<b>TE</b>          <b>HG/AM</b>
<b>1812.14</b>	<b>(13) 2019 goals for the year ahead</b> HG would like each of the Exec team to send a minimum of 2 objectives for 2019 related to the work we do or would like to do in future. She asked the team to send these to her by the end of January. As an example, HG said her short-term plan is to create marketing material for the CPHT schools, like posters. AW asked about the previously mentioned plan to produce some AfSFH merchandise and HG said pens could be an option. HG's longer-term plan is to organise a formal event/conference for members. ST mentioned this had been discussed in the past and we had member poll data to show what kind of event they would like. HG felt things may have changed since and added that she has some experience in event planning, and AM also added he has run lots of corporate events in the past too. NT said her sister could do photography for the event. ST asked about the location and this will be decided as the plans get under way.	<b>ALL</b>          <b>HG</b>          <b>To be further discussed</b>
<b>1812.15</b>	<b>(14) Social Media Monitoring</b> HG highlighted that, as a team, we need to be more aware of posts and act promptly if needed, as there have been a couple of issues in recent weeks. We also need to keep an eye on comments where members post to 'please PM me', as this can cause isolation and prevent interesting topics being discussed for all to share. ST asked if it would be useful to screenshot posts before deletion and HG agreed so we can keep a trail securely if a situation grows into something more formal.	<b>ALL</b>
	<b>Time and date of next meeting</b> <i>Executive Meeting</i> Sunday, 17 <sup>th</sup> February 2019 Online via Zoom 10am-1pm	