

AfSFH Committee Meeting Minutes

17 September 2017, 10am – 1.00pm - Location: via Zoom Conference Call

Present: Alex Brounger (AB), CEO
 Polly Hawkins (PH), Membership Secretary
 Trevor Eddolls (TE), Head of IT
 Gareth Strangemore-Jones (GSJ), Head of Marketing
 Helen Green (HG), Journal Editor
 Rachel Gilibrand (RG), Ethics Sub-Committee
 Sacha Taylor (ST), Finance Officer (took minutes)

Agenda:

Follow up from last meeting:

- (1) Mission Statement (171.3, 173.2, 177.4) – has it been publicised - ALL
- (2) Wild Apricot Update (175.4, 177.5) – ST
- (3) Ethics booklet (177.12) – HG
- (4) Revisit pdf vs hardcopy of journal (175.6) - ALL

Rolling Agenda Items:

- (5) Communications to Supervisors
- (6) Journal Update & Assistance to HG

Items Arising This Time:

- (7) Volunteer for Newsletter this month
- (8) Marketing Update – GSJ
 - a. Main benefits of membership - ALL
- (9) IT Update – TE
- (10) Membership Update – PH
 - a. Online payments and renewals
- (11) Ethics Update – AB
 - a. Training videos/webinars (175.12, 177.12) - AB
- (12) Finance Update – ST
 - a. Top line financial figures
- (13) DBS – should it be compulsory for all members or just accredited members? – ALL
- (14) Awards – ALL
- (15) ICO – AB

No.	Minute	Action
179.1	<p>Apologies for Absence David Newton (DN), Chair Susan Rodrigues (SR), Trustee Matthew Cahill (MH), Trustee</p> <p>AB reminded all Exec team members not to have public disagreements on the FB page, and to take the discussion up independently.</p>	<p style="text-align: center;">Accepted</p> <p style="text-align: center;">ALL</p>
179.2	<p>Ethics Officer AB started the meeting by announcing that DR has resigned from her post as Ethics Officer. He acknowledged what an enormous help she has been during her time in the position and thanks her for all her efforts.</p>	

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	<p>PH asked who would complaints go to moving forward and AB explained we would discuss in more detail but for the time being they should be sent to him in the first instance.</p> <p>A discussion took place about the Association's role in complaints, whether it's a matter for individuals with supervisors or when the Association needs to step in. AB deferred the answers to discussions later in the meeting.</p>	
179.3	<p>(1) Mission Statement The mission statement was slightly tweaked by TE and will be put into the next newsletter, on FB and the website and HG will add it to the winter edition of the Journal as she talks about it more generally in the next edition.</p>	ST/TE/HG
179.4	<p>(2) Wild Apricot Update ST asked for the Exec's opinion on whether to pay for our subscription annually (and get 10% discount = £10 cheaper per month) or pay monthly as we may be moving to a different provider. AB added that monthly payments would be subject to exchange rate fluctuations.</p> <p>The consensus was that annual was better, and TE asked what we would be doing in the next 12 months in terms of looking for a different provider. PH said she didn't think the register is too bad, as long as members remember to keep their details up to date, but ST suggested investigating the links TE sent recently in case another provider had a more visual search function, like a radius map view as members still regularly look for colleagues on the FB page instead of using the database. ST to look into alternatives moving forward and will pay the annual fee to Wild Apricot in the meantime so there is plenty of time to decide the path forward.</p>	ST
179.5	<p>(3) Ethics booklet JdS's Ethics booklet was reviewed by 3 members of the Exec Team. HG explained that, because Ethics is such a complex and widespread topic, the booklet only provides a 'light touch' version, useful as a supplementary guide to help newly qualified hypnotherapists understand the basics. There was a lot of common sense advice and ST pointed out established members may also benefit, if they've never worked in this way before.</p> <p>HG also looked into copyright/publishing laws and put forward that the easiest solution is to put a paragraph about the booklet on the Ethics page of our website explaining the booklet is available to purchase from JdS, rather than make it an 'official' AfSFH booklet as such. This also removes the issue of what to do for members who have already purchased it. The Exec team were in agreement and AB will check with JdS that she is happy for us to do this.</p> <p>GSJ added not to use the term 'light touch', ST suggested 'an introduction to Ethics', HG will come up with something more appropriate, write up the copy for the website and send to AB for approval before it goes live.</p>	AB HG

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<p>179.6</p>	<p>(6) Journal Update & Assistance to HG</p> <p>The journal is on its way to the printers and there has been good feedback from AB/DN/MC. HG said she achieved the fresher look she was aiming for and worked well with the designers.</p> <p>The copy deadline for the next edition is 02 February 2018, however HG reminded everyone not to leave it that late if submitting articles, so she has ample time to work out layout before the deadline. DR has written an article, and TE will do his 'meet the member' section. Nicola Griffiths has written a great piece on CORP and there are 2 new contributors which HG is pleased about.</p> <p>Also in the pipeline is an interview with DN. GSJ will conduct it, 3-4 of the questions will fit in with the theme of the next journal, so HG highlighted this to GSJ. He then added he would like to see if there is scope to use some of the finished article as a general press release to raise awareness of DN/SFH/AfSFH. There was some excitement at getting this interview agreed in principle and AB pointed out that, because of the satellite schools, many SF hypnotherapists have never met DN, so it should be very well received. HG asked GSJ to keep her in the loop about any possible press release, as the journal content is for members only, not for the general public, so they will liaise on this accordingly.</p> <p>HG then went on to say the next edition of the journal will be a past/present/future themed celebration of the AfSFH's 8th birthday.</p> <p>RG explained she has an intern currently analysing data from a research project surrounding the science behind the IC and she would be happy to contribute the preliminary findings to the next journal.</p>	<p>HG/GSJ</p> <p>RG</p>
<p>179.7</p>	<p>(4) Revisit pdf vs hardcopy of journal</p> <p>HG wanted to understand our discussions about this, so ST recapped the results of the survey monkey survey (from May17 minutes) which concluded no action moving forward. GSJ reiterated the need to keep the journal for members only, rather than for the general public. He also suggested a tick box would be good to receive paper copies when members apply/renew, effectively opting in to the hard copy, otherwise receiving the PDF version, which would reduce costs. The NCH for example only sends PDF versions now.</p> <p>HG felt the hard copy is a key benefit of membership and added that currently, the costs of printing & distribution are manageable (378 hard copies going out for the next edition), but as membership grows, costs will increase, as well as the time it takes to fill and stamp envelopes, so if we get over 500 copies, it will be an issue. AB asked about paying an external provider to do it for us (GSJ added his sister offers this service) but AB/TE were looking for a more automated system, where a machine processes the envelopes and franks them. However this raises an issue with data protection in terms of the external company having access to members' names & addresses. HG said that DL had a quote in the past for £390+ and wondered about having pre-printed envelopes so there was</p>	

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	<p>no online access to members' details. It was agreed these options are not currently viable financially. ST offered her help with distribution in future to make it more time efficient than HG doing it on her own. GSJ asked what the cost per member is for the journal and HG to advise once she calculates this.</p>	<p>ST HG</p>
<p>179.8</p>	<p>(7) Volunteer for Newsletter this month AB asked for a volunteer to write the next newsletter and ST agreed to do it. TE/AB to send info to ST and AB will explain to ST separately the process needed so she can set it all up.</p>	<p>ST AB/TE/ST</p>
<p>179.9</p>	<p>(8) Marketing Update – GSJ GSJ really pleased about the coming interview with DN, looking to explore his life story with a view to potentially sharing it in different formats (journal, press releases etc) in his efforts to promote the AfSFH to the wider public. It was acknowledged that DN's story has two angles, one as the founder of CPHT, the other as founder of the AfSFH. GSJ and AB to discuss the interview and report back to Exec in due course.</p> <p>GSJ added that he is keen to establish dedicated spokespeople to promote the AfSFH – in particular so journalists have their details so they can seek comment when mental health issues are raised in the media (newspapers, TV etc). This will help raise the Association's profile and he suggested AB & DN be the spokespeople initially. It was pointed out we would need a set of guidelines for any chosen spokesperson so they are clear on how to represent the Association and keep the message consistent. HG raised a concern about promoting AfSFH to the wider press and media, however GSJ is keen to get us out there. ST clarified that spokespeople must only be presented as members of AfSFH and not promoting their personal business. AB would like to keep the list of spokespeople small and tight and GSJ said he would be happy to provide briefings. RG added that they get press briefing training at the University. We could have a short video – 'if a member of the press contacts you...'. GSJ will consider this down the line. AB asked GSJ to keep us updated.</p> <p>a. Main benefits of membership PH highlighted that the members who lapse don't generally interact with the Association. ST pointed GSJ towards a previously produced document highlighting all the main benefits which he will review. GSJ would like to release a series of communications to members to keep them informed and engaged. For example, they get an automated email once they apply for membership, highlighting all the benefits, then further emails get drip-fed over future months to keep them engaged. TE asked PH if Wild Apricot can do automatic direct mailing and PH said there have been some teething problems and it needs tweaking but it is possible. AB said it would be like the renewal invitations and follow up emails and asked PH to set it up with GSJ. PH is concerned that members don't read their emails, however the general consensus was that it is a good idea. GSJ asked if he could have access to Wild Apricot only to see what it can do in terms of automated emailing and explore the potential and AB agreed. PH to set this up for GSJ.</p>	<p>GSJ/AB</p> <p>GSJ</p> <p>GSJ</p> <p>GSJ/PH</p> <p>PH</p>

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179.10	<p>(11) Ethics Update Following the departure of DR as Ethics Officer, AB will chat to DR to see how she/we can move forward with the training videos and other general Ethics actions. AB asked whether the Exec felt we needed to replace DR and keep an Ethics Officer. RG highlighted that one of DR’s main challenges was that the role was designed to engage members in being aware of their ethical responsibilities, as a support role, but it became too much of a policing role, where she was asked to deal with complaints and issues. ST suggested that supervisors should be the first port of call if a member has an Ethics query/issue and RG added that we would need a clear process to follow. AB said that a complaints process is in place and his concern with replacing DR is that supervisors would continue to go to the Ethics Officer instead of handling the issue. RG has seen some complaints and noted they were mostly avoidable. AB said we need a resource to assess when it is necessary/appropriate for the AfSFH to be involved. DN expects graduates to take a common sense approach and the work DR had started was very helpful in supporting members in doing this. ST asked if DR would be willing to finish off the projects on a consultancy basis, but AB felt she wouldn’t want to do this. TE suggested using the Ethics sub-team to sort the videos out under GSJ, however ST pointed out that now JdS is on maternity leave, the sub-team is just RG and AB.</p> <p>HG asked for clarity about what the AfSFH gets involved in as this should be made clear to all, as we are not a governing body. GSJ suggested we need to protect the image of the Association for anyone who uses our logo. RG added we are here to support members, not police them and ST reiterated we need a clear process, like a flow chart and TE agreed, suggesting setting up a sub-committee. ST said this should be worked on ahead of the next meeting, rather than wait too long.</p> <p>GSJ suggested compiling a list of supervisors who can deal with issues, like an Association recommended list of Ethics-capable supervisors but AB rejected this as all supervisors should be able to handle Ethics issues their supervisees bring to them. He added that it is actually rare that the Association needs to get involved and there is a clear complaints procedure in the code of ethics on the website, so an Ethics panel could be created as and when needed. In any case, he will ponder this topic further and get back to the Exec team.</p>	<p>AB</p> <p>TBC</p> <p>AB/ALL</p> <p>AB</p>
179.11	<p>(9) IT update TE updated the Exec on his workload. He hasn’t created any new questionnaires as per the previous meeting minutes and, concerning the creation of a verified badge, as it was agreed to avoid using the person who wanted us to promote his business at the last meeting, AB suggested we ask the members if anyone has experience with writing javascript code. GSJ suggested a website called fiverr.com – they do tech/database/coding and be reasonably priced. ST to add the call out to members on the next newsletter and TE will look into fiverr.com in the meantime.</p>	<p>ST TE</p>

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	<p><u>We currently have:</u> 299 members on the closed Facebook page 625 likes 749 tweets on twitter 408 we follow 665 follow us</p> <p>And there has been a lot of social media sharing of articles and posts.</p>	
<p>179.12</p>	<p>(10) Membership Update PH referred back to the minutes of the last meeting - 2/3 members we tried to identify at the previous meeting are still in fact unidentified. She will continue in her efforts to identify where the payments have come from.</p> <p><u>We currently have:</u> 375 registered members 4 international members 120 student members 2 admin Total: 501 members</p> <p>AB asked how the clean-up of the database was going and PH said it's better but there is more to be done. For example, many haven't listed or updated their supervisor details. PH will email those members and ask them to update their profiles. She is also looking to set up a standardised email to students after graduation to see if they will upgrade to full membership. She also wants to filter more data, for example forecasting numbers of full members to know what numbers will be required for the next journal. PH added that there is no credit control as such – payments are logged but not checked if paid or not.</p> <p>PH added she still can't set up online renewals and payments for members without having a payment facility (eg PayPal). AB said in order to renew membership, ideally members would click on a link on the website, tick all the appropriate boxes for insurance, DBS etc, update any other details, then be taken to a payment page to complete the process using PayPal. TE has created a PayPal account for the AfSFH in the past and will forward details on to ST for checking. AB reiterated that the process should include tick boxes for information required and PH explained she can't do anything without the payment option first, she can't even explore that possibility, so TE/ST to action asap for PH to then set up hopefully.</p> <p>GSJ added that it would be good to have an 'opt-out' system, so members would be automatically renewed (using same payment option as previous time) unless they actively choose to opt out and cancel membership. This would save members time and effort and reduce PH's workload as well. PH to set this up before the next meeting if possible and added we will lose some money from membership in commission to PayPal, but AB sees it as a necessary expense and not expected to be too much. ST/PH can look at assessing the cost for the next meeting.</p>	<p>PH</p> <p>PH</p> <p>TE</p> <p>TE/ST/PH</p> <p>PH</p> <p>PH/ST</p>

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	PH has created a spreadsheet tracking overpayments and asked if it's okay to refund them. AB asked PH to contact them by phone/email first.	PH
179.13	<p>(12) Finance update <u>Funds in bank</u> Nov-16: £23,984.27 Sep-17 (as at 16Sep17): £28,108.76 Current surplus for the financial year: £4127.79</p>	
179.14	<p>(5) Communications to Supervisors</p> <ol style="list-style-type: none"> 1. Reminder to supervisees to keep their profiles updated on the database. 2. Ask if anyone wants to write or submit a blog to the AfSFH. 3. Announce the new mission statement. 4. The research newsletter that has been distributed over the last 6 months is now paused. DN has asked RG to validate the IC with research/evidence to show it's still accurate and add weight to our sessions. HG said she is doing this in the journal as well, and AB added this exercise is being done for CPHT and not AfSFH. Supervisee feedback is very good, they like to see proof that what we say to clients is true/still correct. GSJ said they had a brief overview of it at the Essence of SF CPD last week with DN/SR/DR – RG added research references and there was lots of praise. HG concluded saying that the journal will include any golden nuggets from the documents. <p>PH asked about supervisors being members of the AfSFH again, because in the past some exceptions were made. TE suggested a check is made as to who is listed in the journal and HG said she had already done this and removed one supervisor from the journal who is no longer a member of the AfSFH and everyone else listed is currently a member.</p>	AB
179.15	<p>(15) ICO – Changes to Data Protection Laws</p> <p>AB said that Caroline Huish was right to suggest on the FB page that we make members aware of the changes coming and what members can do to keep up to date. ST to put what TE has written on the subject in the next newsletter.</p>	ST
179.16	<p>Items not discussed due time constraints and moved to the next meeting:</p> <p>(13) DBS (14) Awards</p>	
	<p>Time and date of next meeting <i>Executive Meeting</i> Sunday 26th November 2017 from 10am-1pm Clifton Practice, Bristol <i>Please note: Festive drinks on AB after the meeting!</i></p>	