

AfSFH Committee Meeting Minutes

4th August 2019, 10.00am – 13.00pm – Online via Zoom

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

Agenda:

Follow up from last meeting:

- (1) Setting up EventBrite for event ticket sales (195.11) - ST/TE
- (2) Paper advertising opportunities (AGM.2) - ST/AM
- (3) Facebook feed scheduling posts (AGM.7) - AM/TE

Rolling Agenda Items:

- (4) Communications to Supervisors - ALL
- (5) Journal Update & Assistance required – HG
- (6) IT & Social Media Update – TE
- (7) Membership Update – AM
- (8) Finance Update – ST
- (9) Marketing Update – AM
- (10) Standards Update – NT

Items Arising This Time:

- (11) Supervisor training & listing - HG
- (12) Associate membership level for HPD - HG
- (13) Member Event planning – HG/ALL

No.	Minute	Action
198.1	<p>(1) Setting up EventBrite for event ticket sales</p> <p>ST explained the price structure between Standard and Professional use of EventBrite and the Exec agreed the Standard package should be sufficient for our needs. AW has used it before in the past and confirmed we can release Early Bird tickets within the same process and that we must be careful about deadlines for the ticket sales to cease. AM asked if it will allow us to guarantee access only to AfSFH members and this wasn't clear. HG suggested the link to purchase tickets is only made available through a link on an email to members and on a dedicated page on our website to avoid access being made to a wider audience and she volunteered to create the page template. AW offered to check and verify the refund facility. TE suggested if ticket sales are slow, nearer the time of the event we can put a link to the webpage in the closed Facebook group.</p> <p>The Exec then discussed whether to include students. AM said how helpful an event like this would be for students, but HG was a little concerned that it could cause potential confusion/muddy the water of their formal training with workshops that might sit slightly out of the SFH model. ST felt priority needs to go to Registered members and AM</p>	<p>HG AW</p>

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	<p>suggested we make tickets available to students after a set date if needs be. HG was keen we make it clear that Registered members have priority and, allowing sales only via the webpage after sign in (based on membership level), would support this. ST added it was hard to gauge without knowing how popular the event would be, and best to wait and see once they go on sale.</p> <p>AW volunteered to support ST/TE in managing emails and ticket sales once we go live. HG summarised that we will have a dedicated webpage in the members' section with the EventBrite link on it and we will email members as well with the link to the webpage (not the EventBrite link) to ensure only members access tickets. ST asked how we ensure only 1 ticket per member to avoid multiple ticket purchases and will look into this.</p> <p>It was agreed 50 Early Bird tickets at £45 will launch on 30th August and when they sell out, tickets will be £60. HG suggested ticket sales cease on 1st November, so we have the rest of the month to arrange merchandise and catering for the numbers coming. We will review potential opening tickets to students in mid-October.</p> <p>The Exec scheduled a dedicated event meeting via Zoom on Sunday, 18th August at 10am. ST/TE/AW to set up EventBrite by the meeting, and TE highlighted our need to be GDPR compliant. ST will create a folder for ticket sales in SharePoint. HG showed the Exec her draft pdf with hotel booking information and it was agreed this should be available on the webpage, not sent out separately. TE will explore creating an event logo by the next meeting.</p>	<p style="text-align: center;">AW</p> <p style="text-align: center;">ST</p> <p style="text-align: center;">ST/TE/AW</p> <p style="text-align: center;">TE</p>
<p>198.2</p>	<p>(2) Paper advertising opportunities The Exec postponed this discussion until after the members' event</p>	
<p>198.3</p>	<p>(3) Facebook feed scheduling posts The Exec postponed this discussion until after the members' event</p>	
<p>198.4</p>	<p>(4) Communications to Supervisors Research newsletters are coming every 2 months and HG sent the last newsletter on behalf of the Exec team, rather than herself, and will continue to do so moving forward.</p> <p>The Supervisors' Handbook is still a priority and NT has already put together a brief outline, being more in depth with safeguarding guidelines and scenario-based examples. TE added the need to cover social media etiquette too. HG added she will work on uploading historic research newsletters for access when things get quieter!</p>	<p style="text-align: center;">HG</p>
<p>198.5</p>	<p>(5) Journal Update & Assistance required HG is waiting for a new batch of labels to arrive from AW as the first batch have been delayed in the post and expects the journal to go out by the end of next week. The next journal is due out in December and will</p>	

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	<p>feature the members' event. HG is keen for us all to get quotes from members on the day and photos (including from NT's sister).</p> <p>ST apologised for not getting the self-care article written in time for the current journal (and some text to go on the website) and it was agreed it would fit in nicely for the December edition. HG asked TE to look into the psychology of new years' resolutions and AW said one of her supervisees wrote a blog on this if TE would like any input from her. HG also asked about resolutions for us as therapists too, and ST added the similarity to affirmations. HG said they are shown to stick better when we write them down and TE said they also stick better when we tell other people our intentions.</p>	<p>ALL</p> <p>ST TE</p>
<p>198.6</p>	<p>(6) IT & Social Media Update <u>We currently have:</u> 339 members on our Facebook group 889 likes on our FB page 432 we follow on Twitter 763 following us</p> <p>TE began by asking the Exec if they were having any issues with SharePoint, but recent stated issues had been resolved or were not due to SharePoint software. He then asked each member to give feedback on Office365:</p> <p>HG – finds it quite easy to use and is happy with it. She highlighted the frustration that old notifications such as meeting dates stay visible on the homepage.</p> <p>NT – finds the Calendar in Outlook very useful for auditing, scheduling in reminders for members who have been given an extension.</p> <p>AM – mainly uses it for Outlook and Word and it's generally fine. However, when creating a new document, we can't save it directly into SharePoint, we need to save it to our computer first, then upload it from SharePoint. TE agreed this isn't ideal and we can also save it to OneDrive and move it from there, but he believes this may be addressed in updates in future.</p> <p>ST – loves the apps on her phone in particular as she doesn't get emails that frequently, so the notifications alert her when something comes in. Her only issue is the convoluted process of saving and printing documents, where she needs to click 4-6 times to print a document from SharePoint or Outlook, opening up several screens in the process. TE suggested all Exec members now simply save their invoices in the relevant SharePoint folder to save her having to do it.</p> <p>AW – is getting on better with it now she has more time and uses Outlook mainly, including for sending out certificates and doesn't want access to the apps for notifications as she gets far more emails on a daily basis than ST.</p>	<p>ALL</p>

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	<p>TE then told the Exec about his experience being interviewed on Loretta Bruening’s podcast recently. HG had listened to it and TE/HG agreed she asked some very odd questions, not really delving into the benefits of SFH at all, despite TE’s best efforts to guide the conversation that way. TE then asked why we don’t do our own podcasts and HG said that would be the plan in early 2020, as part of the drive to include more dynamic content on the website (public part and member’s part).</p>	
<p>198.7</p>	<p>(7) Membership Update <u>We currently have:</u> 469 registered members (incl international) 245 students 4 admin 718 total</p> <p>24 renewals overdue 8 lapsed members</p> <p>AW started by expressing her heartfelt thanks to AM for all his support getting her processes automated as this has reduced her workload significantly and has finally made the role manageable. The student applications are working well, provided lecturers are doing their part. The upgrade process is still manual, but this is fine now the other processes are automated. Also, AW needs to send out membership certificates manually and is finding that more members are asking for them since we offered them on a request-only basis than she expected.</p> <p>Standing Orders are finally dwindling away, so that part of the job is also better/easier and lapsed members now get referred to NT for her to contact them to remove any logo reference on their marketing.</p> <p>Underpayments are much better now, and AW expects to chase up those remaining soon. There is no way of reporting on overpayments in the system, but AW is handling these as and when she comes across them.</p> <p>AW highlighted that the payment auto-renewal process is a bit problematic for members as it seems unclear. AM will change the level descriptions to resolve the issue.</p> <p>Moving forward, AW will continue ‘mopping up’ standing orders and look at the process for students who need to upgrade. AW is also keen to create an auto-response for all emails explaining there may be a delay in reply as we work full time in addition to our roles for the Exec, and suggested listing FAQs at the bottom to cover the most common queries that get emailed in. AM/HG both prefer to have a link to the website for FAQs instead of in an email, and HG asked AW to start by sending her and AM a list of FAQs</p>	<p>AM</p> <p>AW</p>

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198.8	<p>(8) Finance Update <u>Funds in Bank:</u> 01-Nov-18: £37,953 03-Aug-19: £47,561 Surplus for the financial year to date 2018/19: £9,541</p> <p>ST asked the Exec if there was any other detail or information they would like to have from her role, and HG said she is happy with just the highlights as that is enough to give us an indication.</p> <p>ST will sort out the SharePoint folders as promised at the last meeting, but she needs AM/AW/HG to sort out the folders they are using in the old Dropbox folder first, and it was agreed they should do this by the time of our event meeting on 18th August, then ST will sort out what's left.</p> <p>TE asked ST about the situation with Angus and paying for Office365. ST is scheduling in an email asking for invoices once a quarter, as Angus is not remembering to forward them on receipt as originally agreed.</p>	<p>AM/AW/HG</p> <p>ST</p>
198.9	<p>(9) Marketing Update AM went through the document on Brand Values and the Exec were happy with this as the initial starting point. HG suggested replacing the term 'responsible practice' to 'professional practice'. AM will gain more comment from the Exec on the next steps next week with a view to getting this finalised in time for event marketing. ST asked if AM still wanted our feedback on the original document from those who didn't meet the deadline and he said yes.</p>	<p>AM</p> <p>TE/ST/AW</p>
198.10	<p>(10) Standards Update So far, 20 members have been audited and, of these:</p> <ul style="list-style-type: none"> 8 have been easy/straightforward 1 student couldn't be audited 1 cancelled their membership rather than be audited 1 had their membership cancelled by us 5 needed extensions as newly qualified 3 have been given an extension to 6th August as more flexibility needed during summer holiday season <p>NT is chasing lapsed members and checking archives. So far, out of 38 checked, 17 needed no action as they were no longer marketing the AfSFH and 21 were emailed and need following up.</p> <p>NT also still working on the GDPR page for the website and the Supervisors' Handbook and has been involved with a large Standards inquiry that has taken up a lot of her time. HG is keen for us to publish our audit results (anonymously) to reassure members that we are professional and show the process isn't as painful as may be feared and to show we take standards seriously to the public. AW suggested</p>	<p>NT/HG</p>

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	picking a member who has been audited to write a short article for the journal and NT will look into this.	
198.11	(11) Supervisor training and listing HG had a discussion and agreed with Susan Rodrigues that we will list supervisors after formal submission of their portfolios as the NCFE accreditation process can take months, and the Exec agreed.	
198.12	(12) Association membership level for HPD HG is looking for a solution to differentiate members who have completed their HPD to be highlighted on the directory in recognition of the additional work they have done. ST suggested an additional field is added to the listing if possible saying 'HPD' or 'AHD' and then having info text to explain what these mean, as generally the public don't have any idea what the letters stand for. HG said we would need to verify that members have this, as it can't be something the member updates for themselves and is keen to differentiate this within the membership, possibly with accredited membership. ST felt this could complicate our membership structure and is needed ultimately for the benefit of members being differentiated on our register to members of the public, so a simple field could be easier to manage. HG agreed that this should be possible within the profiles using WA and can look into this but agreed we will defer any decisions/WA changes until the new year.	HG
198.13	(13) Member Event Planning HG highlighted the documents she has saved on to SharePoint for the Exec to review ahead of the meeting on the 18 th . The team felt timings and breaks needed to be tweaked slightly. We will look at timescales, goodies, and roles in more detail at the meeting and HG will put together a mini-agenda.	ALL HG
	Time and date of next meeting <i>Event Planning Meeting</i> Sunday, 18 th August, 2019, 10am-12pm Online via Zoom <i>Executive Meeting</i> Date to be confirmed CPHT, Bristol 10am-1pm	