

## AfSFH Committee Meeting Minutes

**8<sup>th</sup> November 2020, 10.00am – 13.00pm – Online via Zoom**

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

*Follow up from last meeting:*

- (1) Freedom of Information Act process (1911.12, 201.6, 206.3, 208.1) – HG
- (2) PR Opportunities (204.18, 206.5, 208.2) – HG/ALL
- (3) SEO Strategies (206.13, 208.3) – TE/AM/HG
- (4) PowerPoint for schools converted to Sway video (208.4) – TE/AM
- (5) Videos for public-facing marketing (208.10) – AM/TE/HG/NT

*Rolling Agenda Items:*

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

*Items Arising This Time:*

- (13) Copyright & Plagiarism – NT
- (14) Languages Options for Member Listings – HG/ALL
- (15) AfSFH Endorsement Request – HG
- (16) Lockdown 2 Plans - HG

No.	Minute	Action
<b>2011.1</b>	<b>Apologies &amp; Updates</b> Anne Wyatt (AW), Head of Membership HG advised the team that NG will be stepping down as Chair of the AfSFH from January and SR will take up the position as Chair & Trustee. HG will let members know in the Dec newsletter and journal. ST to set a reminder to remove NG and update SR on Companies House	<b>HG ST</b>
<b>2011.2</b>	<b>(1) Freedom of Information Act Process</b> NT created a document with an official process if a member should request access to their information and HG will publish this on the website in due course	<b>HG</b>
<b>2011.3</b>	<b>(2) PR Opportunities</b> HG assigned topics to Exec members (refer to spreadsheet on SharePoint) – each member is to compile text to add, and for now HG just asking us each to make a start, hoping we can use the text for possible radio interviews in 2021. There is a press pack saved under Marketing>PR	<b>ALL</b>

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<b>2011.4</b>	<p><b>(3) SEO Strategies</b> AM explained this is still a work in progress. Two proposals were discussed before the last meeting and it was agreed to put the Leap Frog one on hold as they are outsourcing a lot of the work we would need.</p> <p>MAW – TE provided feedback and AM will raise this at a meeting with them in the coming week to make their offer more bespoke. One of the issues was that they don't do design work, but HG suggested we could get help from the person who helps with our journal design. Another proposal came in from Total Surf which is very different, focusing on high investment, so it was deemed more suitable for larger corporate businesses, rather than the AfSFH.</p> <p>HG suggested we review after AM's meeting with MAW and TE requested we try to get another quote in too. AM will add TE's extra bits to the proposal too.</p> <p>HG asked AM if the Advanced Search function was still an issue and NT said she sees it mainly when a member hasn't put in much data.</p>	<p><b>AM</b></p> <p><b>AM/TE/HG</b></p> <p><b>AM</b></p>
<b>2011.5</b>	<p><b>(4) PowerPoint for schools converted to Sway video</b> AW has discussed with AM the info to give to schools, and the idea of benefits of joining being turned into a 'digital leaflet'. Videos will be made for month 3 and month 9.</p> <p>TE explained Sway only works on Microsoft 365, so AM suggested using Canva to animate the powerpoint into Mp4 format. HG asked about any other packages, such as 'Doodly'? Or simply creating a PP storyboard on Canva and sending the file to schools. It should tie in nicely with the digital leaflet and can be added to the 'Join Us' page on the website. AM to work on draft of digital leaflet.</p>	<p><b>TE</b></p> <p><b>AM</b></p>
<b>2011.6</b>	<p><b>(5) Videos for public-facing marketing</b> Item postponed until next year, once COVID settles and SEO strategies are in place.</p>	
<b>2011.7</b>	<p><b>(6) Communications to Supervisors</b> The Supervisors' network meeting last month welcomed many newly qualified Supervisors. HG highlighted we are still the only organisation to offer this and to do so free of charge. There is another research newsletter due out soon.</p> <p>The next meeting will be scheduled in for Jan/Feb. HG/TE to schedule.</p>	<p><b>TE/HG</b></p>
<b>2011.8</b>	<p><b>(7) Journal Update &amp; Assistance required</b> The winter edition is well under way, including an article reflecting on past/present/future of the AfSFH. NG/SR/AB all contributing articles and HG thanked TE for his article on optimism/hope and NT for hers on CPDs.</p>	

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	<p>After chatting with NG, HG will seek a new Journal Editor in 2021, once the SEO strategies are in place. She has been thinking about the Head of Communications role as the number of hours has reduced considerably now we outsource the packing/posting of the journal, so they can focus more on web content.</p>	<p><b>HG</b></p>
<p><b>2011.9</b></p>	<p><b>(8) IT &amp; Social Media Update</b>  <u>We currently have:</u>            367 members on our Facebook group            1311 likes on our FB page            442 we follow on Twitter            801 following us            111 Instagram followers            66 we follow on Instagram</p> <p>TE said he is still posting regularly on public/member groups.</p> <p>He highlighted that we get lots of members trying to join the FB page, but not answering the 3 questions. We can't respond to their request, so they get ignored. HG suggested updating the wording to clarify, and added one member invited 8 other people to join, which shouldn't be the process.</p> <p>TE to check posts are transferring to LinkedIn now too. He commented that we don't get a lot of engagement with our posts. ST said we might get more engagement if we engage with members' posts too.</p>	<p><b>TE</b></p> <p><b>TE</b></p>
<p><b>2011.10</b></p>	<p><b>(9) Membership Update (presented by HG in AW's absence)</b>  <u>We currently have:</u>            552 registered members            132 students            4 Associate members            3 International  <u>4 admin</u>            695 in total</p> <p>AW has updated emails with bold red text to:</p> <ol style="list-style-type: none"> <li>1. Check payment details</li> <li>2. Cancel paypal when leaving</li> <li>3. Update practice/contact details are up to date</li> </ol> <p>Her email auto-responses seem to be working, as members are now actioning more themselves.</p> <p>SR is interested in having a digital leaflet or handout for schools.</p> <p>There is only one outstanding Standing Order in place now, and the member has been in touch.</p>	

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	<p>AW highlighted that Wild Apricot seems to be putting archived members into lapsed. NT offered to check and correct this. AM will also raise this with WA (NT will send him some examples)</p> <p>There is also an issue with the text in the renewal date button which means AW is issuing invoices manually. AM/AW to liaise and sort with WA.</p> <p>AW's report ended by passing on the positive feedback coming out of the Senior Lecturer meetings regarding the Exec Team's response and information related to COVID to date.</p>	<b>AM/AW</b>
<b>2011.11</b>	<p><b>(10) Finance Update</b>  <u>Funds in Bank:</u>            01-Nov-19: £42,984            31-Oct-20: £46,583</p> <p>We ended the financial year with a surplus of approximately £3600, so the AfSFH remains in a stable financial position. ST will aim to get the accounts completed and filed after February (allowing the Accountant to get through the January rush of tax returns). HG advised ST that invoices will be coming soon for the Journal.</p>	
	<p><b>(11) Marketing Update</b>            See above, main focus being SEO &amp; content</p>	
	<p><b>(12) Standards Update</b>  <u>Latest Audit:</u>            45 members sampled since Feb 2020            30 completed            12 given extensions            3 still pending</p> <p>NT will have an audit break over Dec/Jan, which means we still reach the required 10% of membership audited over the year.</p> <p>AW sent 17 lapsed members to NT – 9 were chased (3 of which have so far rejoined) and 5 more are ongoing.</p> <p>A total of 18 members have re-joined this year after lapsing.</p> <p>HG said that the auditing process has been well received by members as a supportive &amp; positive experience and she plans to publish audit figures in future.</p>	
<b>2011.12</b>	<p><b>(13) Copyright &amp; Plagiarism</b>            NT was wondering if she should explore more members' queries where they may be complaining that another member has copied their work. TE suggested software that can check if someone has copied your content. ST agreed that if a member has complained to us NT should look into it. TE suggested the member should approach Trading</p>	<b>NT</b>

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	Standards and/or Citizens Advice and HG suggested speaking to their insurance. Google also penalises copied text. HG will look into promoting original content instead of copying others and TE added he always highlights that members should credit the original author when sharing posts. There is a new page on the website about plagiarism by TE.	<b>HG</b>
<b>2011.13</b>	<b>(14) Language Options for Member Listings</b> HG advised that WA limits the number of text boxes, so we would need to limit to only 6 available languages, and she suggested Welsh, French, Spanish, German, Polish and Arabic. ST recommended we ask members before we decide to ensure we cover the relevant languages already offered and NT suggested a members' survey. HG will add the question with the next survey in 2021.	<b>HG</b>
<b>2011.14</b>	<b>(15) AfSFH Endorsement Request</b> HG was approached by a member writing a book where DN is doing a forward, asking if the AfSFH would write a review but HG declined as this as it would look like a professional endorsement whereas our role as an association is to be impartial/neutral.	
<b>2011.15</b>	<b>(16) Lockdown 2 Plans</b> HG asked if there was anything else the team thought we could/should do to support members. Suggestions included encouraging members to have more interaction with Supervisors – NT said a few of the audited members admitted to not having supervision when they had no clients, but we all recognise that is an important reason to keep in touch with supervision. ST added that we could highlight that members can see any supervisor, as some charge regular monthly payments, and that may put them off if not having much income, versus another supervisor who they can pay as they go. HG said the December newsletter would focus on the future. ST highlighted the self-care article and other relevant content from previous issues could be re-distributed. TE to promote this also on social media, including a picture of a person hugging the world.	<b>HG TE</b>
<b>2011.16</b>	<b>(17) AOB</b> HG suggested doing a countdown to 2021 in December, a bit like a digital advent calendar with a motivating/uplifting post each day. TE said he would see what was possible with JavaScript and Canva and would collate posts into a folder on SharePoint. ST offered to help if needed.	<b>HG/TE  ST</b>
	<b>Time and date of next meeting</b> <i>Executive Meeting</i> 31 <sup>st</sup> January 2021, 10am-1pm Online via Zoom	