16th May 2021, 11.00am - 13.00pm - Online via Zoom

Present: Helen Green (HG), CEO & Journal Editor

Claire Corbett (CC), Head of Membership 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) Update on SEO & website development (206.13, 208.3, 2011.4, 211.2, 213.2) TE/AM
- (2) Ionos Update (211.13, 213.4) TE
- (3) Digital Membership Seal and updated logo (213.14) HG/AM

Rolling Agenda Items:

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

Items Arising This Time:

(11) Non-SFH public perception - HG

No.	Minute	Action
215.1	Welcome HG began the meeting by welcoming Claire Corbett, our new Head of Membership, to the team.	
215.2	(1) Update on SEO & website development AM confirmed that everything continues to go well with the completion of the concept phase, now looking at site map/menus/design and page permissions and the next step is agreeing our new directory functions. NDAs are being processed and all invoicing is up to date. AM said they are now accessing Wild Apricot data/API and understanding the speed of processing. MAW can provide certificates on demand and HG added she is working on the new design, just waiting for the designer to get back to her and AM suggested we avoid high res to make it easier/quicker to download. HG agreed and added it needs to be light touch so easier to print too.	HG
	HG asked the team if we would like membership seals for students. ST suggested that not all students want to advertise themselves as students and NT added they can forget to update it, but TE felt it would act as a reminder and encourage them to upgrade. ST said if it was an autoupdate version, that would be better and then students could have the choice to use it or not. NT then asked if we would have another seal for the new 'Fellow' level and TE said all levels could be included by simply	

	changing the text under the logo. HG will start working on designs and send on to AM so that MAW can write the code so that the member information will automatically be updated from the member's profile. Members can use this code to display the seal on their websites if they wish. HG then asked AM/TE if MAW's work is progressing as expected. AM said it has turned out to be more complex, so they have extended the timeline to account for this within our budget. AM then went on to explain phase 3 will be building web content and adding images. The plan is to have intro pages with links to longer copy to make the site look cleaner and still provide detailed info for those members who want it. AM will need our help in checking and updating existing content and mid-July is now the expected launch date. HG added we don't need to have all the content ready by then if not possible, as we can add/edit as and when necessary. She also thinks July/Aug is a good time to relaunch before the traditionally busy time in September. HG also suggested CC can help with content as a relatively new member and CC is happy to do so. That said, HG indicated that the final reviews could also be undertaken by the new Head of Comms, to be recruited next month. Any initial reviews of copy should be noted in Andrew's spreadsheet.	ALL
215.3	(2) lonos Update TE said the issues continue in terms of the logistics of backing up data and switching to a new provider. ST feels that we should push forward on this as, provided we communicate clearly to members about emails being down for a period of time, and that we choose a month that has fewer renewals due (to minimise the impact), it should be achievable. She feels we should have our own direct contract to avoid issues/delays and that lonos have not been a great provider to date, especially considering we are soon to add a new user to M365 with the recruitment of Head of Comms. HG says she is happy for us to move provided we're not worse off than we are now. TE said he has previous experience with 123-reg and GoDaddy and they both seem to know what they are talking about, compared to lonos. HG added she has generally had good service with 123-reg, and they have a decent ticket system if any issues arise. 123-reg offer m365 as part of their package so TE will investigate. HG is keen to see the costs of moving vs staying as we are and getting more information before deciding. ST to check with Angus if there is any cost/penalty in the contract he has with lonos for cancelling. All agreed that if we do move, this should be at a quieter timeeither later September or over the Christmas break – which NT said may be better regarding audits, as they stop during Jan/Feb and during audit times a lot of contact is needed with members to support them through the process.	TE ST
215.4	(3) Digital membership seal & updated logo HG will send design options for the seals to AM for MAW to consider.	

		HG
215.5	(4) Communications to Supervisors The next Supervisors' networking meeting is booked in for Tuesday 18 May and the newsletter went out recently. HG added we have lots of newly qualified Supervisors again.	
215.6	(5) Journal Update & Assistance required HG gave thanks for all the contributions made so far and was pleased at the great quality of articles in the latest edition. She acknowledged she will be sad to hand over editing duties to the new Head of Comms after 13 editions, but that it's good to refresh and change things moving forward under new editorship. HG said the next edition will be going out around the end of August and	
	will hopefully include a feature on the new website. For the Head of Comms recruitment, she will put together a good role description as the journal part of the job is relatively straightforward, however the additional tasks have potentially a much wider scope to consider. ST asked if it would be helpful to invite candidates to highlight what they can offer and HG said she is looking for someone with a creative edge – she plans to ask applicants to write a 250 word submission about the benefits of SFH along with their application. AM said this would be a great idea to identify those that can think for themselves and CC thought it was good idea. NT asked how it would be communicated by applicants and TE added that, as the bigger part of the role is design, they could create a design piece to demonstrate their creativity. ST also felt it would be good to invite a sample of work they might potentially do in the role and AM agreed, suggesting it could be communicated along the lines of "this is your opportunity to demonstrate your creative writing skills by providing a short article or other medium on the benefits of SFH". TE felt this would be good, avoiding the applicant second-guessing what we want from the piece, allowing more freedom for people to be creative, although NT wondered if it's left too open, it might make it harder to check/compare all the applicants.	HG
	HG will invite AM to join her in interviewing the applicants after the initial stages of application. AM asked whether copy-writing or creativity is the priority, HG said a blend of the two would be ideal, CC added we can help support them as they develop the role. NT also suggested considering which skill is easier to train: copy-writing/editing or creativity. HG suggested that technical skills such as using software/social media platforms are easier to teach and learn than creativity or effective copy skills.	HG/AM
215.7	(6) IT & Social Media Update We currently have: 396 members on our Facebook group 1208 likes on our FB page 444 we follow on Twitter	

	920 following up	
	820 following us 86 we follow on Instagram	
	236 Instagram followers	
	200 motagram followord	
	TE commented that we follow less people on IG as it's harder to know if	
	they are SF or not.	
	TE highlighted an issue with students trying to join the FB group as they aren't answering the entry questions clearly or are being invited to join by other student members. CC suggested this will improve as the process is made clearer with our work coming to support CPHT schools and HG said she will update the wording of the questions to see if that improves things. ST suggested we add a FB post in the scheduling to remind members they can't invite other members into the group, as they need to demonstrate their eligibility.	HG TE
	HG added FB needs a clean-up and CC will take care of this, working through a list of lapsed members. A post to remind members to keep info up to date would be helpful too. If FB names appear that do not match members' names, CC can check with other exec members first as some have been this way for a while and she will continue to work through the lapsed list. HG will add a reminder to keep listings up to date in the next newsletter too. TE would like us to check Supervisor members are still members too and HG said she keeps an eye on the supervisor group FB members when reviewing listings in the journal.	CC HG
	TE then said we had renewed our Canva membership as this has proved to be a useful tool. He also highlighted that on IG, people commenting on a post raises its profile, so he asked the team to engage and comment on our content (not just liking it). CC asked if we could highlight our different social media links to ensure everyone knows we're there and how to find us easily, so TE will put a FB post up with links to our other accounts. HG suggested TE reuse some of the quotes from last year's calendar. ST then asked whether it's possible to add something like 'Supv' after group member names for Supervisors in the FB group, to highlight in post comments who is a Supervisor and who isn't, but HG said this isn't possible as FB assigns 'badges' along with names automatically e.g 'top fan'or 'valued contributor' and we cannot control this.	ALL TE
	HG will add a welcome post for new members – CC asked if we could name the new members like Hypnotherapy Directory too but HG said not everyone would want to be highlighted potentially and it would be hard to keep up with it every month and maintain consistently. However, we will continue to welcome newly joined members to the group page and to highlight the page guidelines.	HG
215.8	(7) Membership Update We currently have: 580 registered members 198 student members	

	3 Associate members	
	4 International	
	4 admin	
	789 in total	
	The Helietie Incurrence issue for new applicants is new corted and CC	
	The Holistic Insurance issue for new applicants is now sorted and CC has a direct contact there who can help with any other members who	
	don't have 'Hypnotherapy' specified on their certificate.	
	don't have Tryphotherapy specified on their certificate.	
	CC is working through the lapsed list (over 40) and is prioritising getting	
	organised with her various tasks after an excellent handover from AW.	
	CC is happy and keeping on top of everything. She recognises a priority	
	for her is to liaise with CPHT schools to keep on top of the process of	
	student membership applications and simplify things. HG explained we	
	have been talking about raising our profile in schools since our Away	
	Day last year but delays to creating video content were unavoidable due	
	Covid. HG suggested creating a digital leaflet or PowerPoint resource in	
	the meantime, highlighting the processes for month 3 and month 8	
	students as it's still not known when we could produce the videos.	
	CC/AM/HG to work together to create this and share with schools, along	CC/AM/HG
	with a link on the 'join us' page on our website. HG said this would also	
	fall under the remit for the new Head of Comms in due course.	
045.0	(O) Finance Hedete	
215.9	(8) Finance Update	
	Funds in Bank:	
	01-Nov-20: £46,509 31-Jan-21: £52,005	
	Surplus YTD: £5,496	
	Sulpius 11D. £3,490	
	ST confirmed that the accounts for the financial year 01Nov19-31Oct20	
	have been completed and the accountant is sending them to Companies	
	House.	
	The PayPal account is essentially a second bank account, so to make	
	accounting easier in future, ST will transfer PayPal funds to the Lloyds	ST
	account on the last day of each month. Also, the issue with PayPal	
	refunds seems to be sorted now, so no further refunds should be needed	
	where members paid twice after the switchover to PayPal Checkout.	
215.10	(9) Marketing Update	
213.10	See (1) Update on SEO and website development section above	
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215.11	(10) Standards Update	
	So far, the 2021 audits have sampled:	
	24 members, of which:	
	13 are completed	
	1 became an Associate member	
	2 extended	
	2 having ongoing support	
	6 still being chased	

	efficacy, but to show how we are committed to promoting the benefits of SFH and how it is different to other therapies (without making direct comparisons/potentially nullifying/discrediting other non-SFH approaches). We will ensure that the benefits and unique approach of SFH are clearly highlighted on the new website, and HG/AM/Head of Comms (HoC) will look at working on this copy in due course. Time and date of next meetings	HG/AM/HoC
	Peer and hypnosis on the FB group, which created some debate. HG is keen to highlight that whilst we understand other types of hypnotherapy approaches exist, it is not appropriate for us to comment on them or their efficacy, but to show how we are committed to promoting the benefits of SFH and how it is different to other therapies (without making direct	
215.12	(11) Non-SFH public perception There was a member post about a negative article written about Marisa	
	NT senses that more members are struggling with interrupted practice and financial pressures due to Covid, including trying to identify accessible CPD that meets requirements. Since Jan, NT has seen 24 members lapse, of which she has contacted 9 so far – 4 have renewed and 5 still chasing.	