

## AfSFH Committee Meeting Minutes

**16<sup>th</sup> 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
<b>215.1</b>	<b>Welcome</b> HG began the meeting by welcoming Claire Corbett, our new Head of Membership, to the team.	
<b>215.2</b>	<p><b>(1) Update on SEO &amp; website development</b>            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.</p> <p>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.</p> <p>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 auto-update 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</p>	<b>HG</b>



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		<b>HG</b>
<b>215.5</b>	<p><b>(4) Communications to Supervisors</b> 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.</p>	
<b>215.6</b>	<p><b>(5) Journal Update &amp; Assistance required</b> 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.</p> <p>HG said the next edition will be going out around the end of August and will hopefully include a feature on the new website.</p> <p>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.</p> <p>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.</p>	<p style="text-align: right;"><b>HG</b></p> <p style="text-align: right;"><b>HG/AM</b></p>
<b>215.7</b>	<p><b>(6) IT &amp; Social Media Update</b> <u>We currently have:</u> 396 members on our Facebook group 1208 likes on our FB page 444 we follow on Twitter</p>	

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	<p>820 following us 86 we follow on Instagram 236 Instagram followers</p> <p>TE commented that we follow less people on IG as it's harder to know if they are SF or not.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p><b>HG</b></p> <p><b>TE</b></p> <p><b>CC</b></p> <p><b>HG</b></p> <p><b>ALL</b></p> <p><b>TE</b></p> <p><b>HG</b></p>
<p><b>215.8</b></p>	<p><b>(7) Membership Update</b> <u>We currently have:</u> 580 registered members 198 student members</p>	

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	<p>3 Associate members 4 International <u>4 admin</u> 789 in total</p> <p>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.</p> <p>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 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.</p>	<b>CC/AM/HG</b>
<b>215.9</b>	<p><b>(8) Finance Update</b> <u>Funds in Bank:</u> 01-Nov-20: £46,509 31-Jan-21: £52,005 Surplus YTD: £5,496</p> <p>ST confirmed that the accounts for the financial year 01Nov19-31Oct20 have been completed and the accountant is sending them to Companies House.</p> <p>The PayPal account is essentially a second bank account, so to make accounting easier in future, ST will transfer PayPal funds to the Lloyds 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.</p>	<b>ST</b>
<b>215.10</b>	<p><b>(9) Marketing Update</b> See <b>(1) Update on SEO and website development</b> section above</p>	
<b>215.11</b>	<p><b>(10) Standards Update</b> <u>So far, the 2021 audits have sampled:</u> 24 members, of which: 13 are completed 1 became an Associate member 2 extended 2 having ongoing support 6 still being chased</p>	

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	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.	
<b>215.12</b>	<b>(11) Non-SFH public perception</b> There was a member post about a negative article written about Marisa 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 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.	<b>HG/AM/HoC</b>
	<b>Time and date of next meetings</b> <i>Executive Meeting</i> 4 <sup>th</sup> July 2021, 10am-1pm Online via Zoom	