

AfSFH Committee Meeting Minutes

21st March 2021, 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) SEO Strategies Update (206.13, 208.3, 2011.4, 211.2) – TE/AM/HG
- (2) PowerPoint for schools converted to video (208.4, 2011.5, 211.3) – TE/AM
- (3) Ionos Update (211.13) – TE
- (4) Hypnotherapy Directory Update (211.15) – ST

Rolling Agenda Items:

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

Items Arising This Time:

- (12) No Refund Messages (email/website) - HG
- (13) Membership Cards Enquiry – HG
- (14) AGM Preparation – HG/ALL
- (15) Member Recruitment - ST

No.	Minute	Action
213.1	Apologies Anne Wyatt (AW), Head of Membership	Accepted
213.2	<p>(1) SEO Strategies Update AM updated the team that everything is generally going well with the SEO project and phase 1 (concept) is completed and everything else so far is on track. The next phase will be the build work and looking at our directory. TE confirmed that it's all going well as we near the API stage. AM confirmed that MAW are testing connection with Wild Apricot.</p> <p>There is design work to consider and he shared an example of the home page with the team. HG had confirmation that the site will be mobile-friendly and asked that the 'Join Us' and 'Member Login' functions be swapped, so the button stands out for member login.</p> <p>HG highlighted that the ball of wool graphic was too similar to Mind's graphic and ST suggested a line drawing to include a brain instead, and the team preferred examples where the head was included (not just a brain), but AM will discuss with MAW. HG liked the leaf graphic as it</p>	AM/TE

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	<p>represents growth/change and suggested footprints or some other way to have continuity with the theme. NT suggested thought bubbles. AM/TE to consider and investigate with MAW.</p> <p>HG asked them also to make action buttons bigger with text big enough to be easy to read, as well as the top menu bar, and make headline font bigger too.</p> <p>AM then showed the team some examples of internal pages. TE explained the eye appeal of splitting text into info columns. HG asked about having the lines graphics in navy, but TE/ST felt it would stand out more in black and help our logo stand out too, so agreed to keep black. HG suggested making the light bulb line more squiggly to coordinate with the other graphics.</p> <p>AM said invoices would begin to come through from April and that VAT would be added on top of the original quote.</p> <p>Regarding the access to our data, and protecting it, AM (with help of HG) to set up an NDA/Data protection document for MAW.</p> <p>AM then explained Phase 2 will take 4 weeks and he will need help with testing. AM will also extract all our web content and split pages between the team so everyone can help update/shorten/edit for the new website.</p> <p>AM also confirmed re certificates, that it will still be possible for members to download a pdf version and HG will take a look at the actual certificate as the fields/text as content needs updating and refreshing.</p> <p>HG also asked if it's possible to have a design template for articles that members can use when submitting content (can be used for blogs too). AM offered to explore this with Canva. NT suggested the new person who takes on the Communications role could do it, and HG suggested TE might take an initial look at this (in accordance with MAW development).</p> <p>AM confirmed to HG that page permissions are all okay and he will include 'Fellow' moving forward.</p> <p>AM concluded by saying it is expected to take 4 weeks to build the new directory and he and TE will keep up with progress at their next meeting.</p>	<p>AM/TE</p> <p>AM/TE</p> <p>AM/TE</p> <p>AM/HG</p> <p>ALL</p> <p>HG</p> <p>TE/AM</p> <p>AM</p> <p>MA/TE</p>
<p>213.3</p>	<p>(2) PowerPoint for schools converted to video HG did a mock up of a digital leaflet but will wait until the new website is sorted to tie in design/style etc, so this is postponed to a future meeting.</p> <p>HG added that we want to increase liaison with training schools and proposed that the new Head of Membership might fill that gap, following AW step down as Head of Membership. To be followed up in due course.</p>	<p>To be followed up</p>

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213.4	<p>(3) Ionos Update TE explained this was an impossible job, as he was told different things by every person he spoke to. ST asked if the impact would really be that bad if our systems were down for a few hours, or even days, especially if we communicate this to members in advance. TE is keen to move away from Ionos and will wait til after Easter, then look more into GoDaddy as a possible alternative. HG then asked what the issues are to just stay as we are, generally it was simply that we are subscribed to M365 without direct access as the account belongs to CPHT. ST asked why we don't simply use M365 directly (not via Ionos/GD etc) and TE explained it's better for us to have a clearer structure for the future.</p>	TE
213.5	<p>(4) Hypnotherapy Directory Update ST confirmed that May is the amnesty month and HG will communicate the various offers in the April newsletter. ST to check everything with Jay at HD and update HG for the newsletter.</p>	HG ST
213.6	<p>(5) Communications to Supervisors The next Supervisors' newsletter will go out in a few weeks' time and the next Zoom meeting will be in May (TE to communicate accordingly). HG added there are a few new Supervisors recently qualified too.</p>	HG/TE
213.7	<p>(6) Journal Update & Assistance required HG explained things have been hectic, but everything is still on track to get the next journal designed & printed by the end of April. The deadline for articles is 28th March.</p> <p>HG will start recruitment for a new Head of Comms (and editor) role after the new Head of Membership is recruited and settled in.</p> <p>NT is exploring companies that promote wellbeing and offered to produce an article about Brexit/working online with clients abroad.</p> <p>HG suggested hybrid working (online/F2F sessions) is likely to be of interest to members so she will be looking for an article perhaps for the next edition after this one.</p> <p>HG has 9 interviews lined up for the new Head of Membership and hopes the successful candidate can start in April to double up with AW to learn the ropes, then take on the role properly 2 weeks after. HG informed ST that AW & the successful candidate would then submit invoices for April.</p>	HG NT HG
213.8	<p>(7) IT & Social Media Update <u>We currently have:</u> 385 members on our Facebook group 1182 likes on our FB page 440 we follow on Twitter 805 following us 82 we follow on Instagram 187 Instagram followers</p>	

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	<p>HG said we need to do an audit of FB group members who no longer are AfSFH members (new HoM could help with this). She also noticed TE's posts with nice graphics are getting lots of interaction.</p> <p>TE thanked those that had updated their BCP documents.</p>	TE
213.9	<p>(8) Membership Update (presented by HG in AW's absence) <u>We currently have:</u> 577 registered active members 180 active students 3 Associate members 4 International <u>4 admin</u> 768 in total</p> <p>AW is stepping down as Head of Membership and recruitment for her replacement is underway.</p> <p>ST updated the team that, after checking statements over the last year, only 21 full members and 10 students paid their membership fee by bank transfer rather than PayPal, so it is not needed to provide an alternative solution as numbers are low.</p> <p>HG said whilst we could have expected a significant drop in membership numbers due to the impact of COVID-19 this doesn't seem to have been a big impact, and ST added that although a few have left, we still have lots of new members coming through and more new courses starting.</p>	
213.10	<p>(9) Finance Update <u>Funds in Bank:</u> 01-Nov-20: £46,583 31-Jan-21: £55,833 Surplus YTD: £9,250</p> <p>ST updated the team that the PayPal Checkout switchover issue has now been resolved and any outstanding double payments are being refunded directly from PayPal.</p> <p>Her next job, ahead of the AGM, is to complete the accounting for the FY 01Nov19-31Oct20. This was delayed due to lockdown/homeschool pressures but will be completed for the AGM and well ahead of the Companies House filing deadline of 31st July 2021.</p> <p>Generally, we are spending less this year because of COVID-19, resulting in all meetings being held via Zoom/Teams therefore reducing travel costs. The good health of our finances looks set to continue, enabling us to invest in SEO and our new website effectively.</p>	ST
213.11	<p>(10) Marketing Update See (1) SEO Strategies section above</p>	

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213.12	<p>(11) Standards Update NT updated the team that things are changing for remote working with clients outside the EU and is updating the policy info with HG.</p> <p>NT also said AM helped her access Wild Apricot to see active members.</p> <p>So far, the 2021 audits have sampled 12 members: 6 are completed, 3 extensions were given, 1 was a student who has just upgraded and 2 are still yet to respond.</p> <p>Since lockdown, NT said audits are less straightforward and she finds she is promoting supervision often. ST explained she had sent a newsletter to her supervisees recently, and reminded them of AfSFH & NCH requirements, and the key benefits (whether busy or quiet) and wondered if other supervisors might like to do the same to help support members' understanding. NT/ST agreed it would be helpful to keep drip-feeding info and benefits around supervision regularly. Following a query, HG said she will update the website to clarify that only supervision with a qualified supervisor counts as supervision.</p> <p>NT asked if Supervisors can highlight specialisms in the new directory but ST wondered if that could create issues where regular supervisors are seen as less able to handle a specialist issue, when it's better the supervisor can seek out support if they need it instead of sending their supervisee elsewhere. NT then suggested we highlight Supervisors' specialisms to Supervisors only and ST thought this would be much more helpful. HG added it's important for Supervisees to foster mentoring/ongoing relationships with a dedicated Supervisor, it's not just about focusing on client issues.</p> <p>Out of 12 lapsed members, 1 has renewed, 1 is sorted and 3 are still in progress.</p>	HG
213.13	<p>(12) No Refund Messages (email/website) HG highlighted that a couple of members are still asking for refunds, and suggested we make our no refund policy clearer. AM to add it to the automatic email templates and add it to the 'join us' page on the website.</p>	AM
213.14	<p>(13) Membership Cards Enquiry HG said she had been asked by a member about having plastic/card membership cards to authenticate members, however the team felt this wouldn't be cost-effective, eco-friendly or easy to manage, so the team revisited the possibility of having a digital membership 'seal' that members can display on their website with the date verifying their membership is still active. AM to explore with MAW and it was suggested the logo should change to 'expired' after a member ceases membership or lapses to ensure prospective clients are protected and members are encouraged to remove the logo. HG suggested we would also need a student version, and would like us to use the regular logo (ie</p>	AM

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	not the special 10yr one). ST asked about having an 'established in 2010' version of the logo for future use and HG said we would look into this, also for the new website.	HG
213.15	(14) AGM Preparation The AGM is booked and reports need to be sent out to members 6 weeks before, by the 4 th April. All Exec to upload their reports as soon as possible before the deadline.	ALL
213.16	(15) Member Recruitment ST highlighted a possible data protection issue where newly graduated CPHT students are 'targeted' and invited to join external FB groups without permission. This was for awareness purposes at this stage, not action as it is not directly related to the AfSFH. If our members contact us to complain that they have been targeted, we could then investigate further as appropriate, but it was acknowledged the directory is open to the public, so it is difficult to prevent this.	
	Time and date of next meetings AGM 16 th May 2021, 10am-11am Executive Meeting 16 th May 2021, 11am-1pm Online via Zoom	