

## AfSFH Committee Meeting Minutes

**23<sup>th</sup> August 2020, 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)

*Follow up from last meeting:*

- (1) Freedom of Information Act process (1911.12, 201.6, 206.3) – HG
- (2) PR Opportunities (204.18, 206.5) – HG/ALL
- (3) SEO Strategies (206.13) – TE/AM/HG
- (4) Plans for 2020 (206.16) – ALL

*Rolling Agenda Items:*

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

*Items Arising This Time:*

- (12) Membership Discounts – HG

No.	Minute	Action
<b>208.1</b>	<p><b>(1) Freedom of Information Act process</b>            NT has been working on this and the GDPR webpage is now updated, with information also available for information request processes. HG added she has been investigating information from other organisations into data protection regarding test/trace systems. The COVID webpage has been updated suggesting clients can opt-in at sessions to be included in test/trace and their data should be covered as normal from there, based on information from the ICO. HG would like a written process on how the AfSFH would manage a subject access request (SAR) i.e. what process we would follow as an organization if a member requested their data from us and NT offered to create something. AW added we should ask clients to also pass our details on if they get symptoms, so the test/trace data works both ways and HG agreed the statement should say the therapist is happy for a client to pass on the therapist's details to the NHS if they (the client) become unwell or find out they have been contacted by test/trace. HG will add something on this onto the COVID-19 page and put something in the newsletter.</p>	<p><b>NT</b></p> <p><b>HG</b></p>
<b>208.2</b>	<p><b>(2) PR Opportunities</b>            HG asked the team to take a look at the topics on the spreadsheet and add/expand any areas they feel are relevant, so over the next few months, we have a solid list of subjects we can talk about in the public domain with standard answers. HG suggested we prioritise topics that</p>	<b>ALL</b>

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	<p>are more prominent since COVID and build from there. AM added this list would be great for supporting our SEO strategy too and will help with blogs and other content as we move forward. HG hopes to assign a couple of topics to each exec member by the end of September, giving them a month or so to complete some text on the topics, so we can create a nice, standardised resource by November/December.</p>	<b>HG</b>
<b>208.3</b>	<p><b>(3) SEO Strategies</b>  AM has spoken to the company he is using for his personal business SEO – they are happy to do an audit on our Wild Apricot site and lay out the various areas to address to bring things up to speed with calls to action/links/keywords etc. They will then put a proposal together. AM has created a formal brief for the team to assess and if anyone has other agencies, this can be used there too. TE mentioned Giant Peach as being good, but said they are a little expensive. AM will seek out another company, so we can compare 3 proposals before deciding. HG will look at the brief this week and then it can be sent out to prospective agencies.</p> <p>AM added that his contact is also a coder and suggested a WordPress site with 12 pages could lead to a more dynamic directory – all agreed this would be fantastic and HG confirmed we are ready and able to invest more in our digital existence now, especially as this was shown to be the biggest area of priority from the Members’ survey. NT mentioned the Hypnotherapy Directory being good for her in a rural area and HG acknowledged we will do our best, however they invest a huge amount money to achieve this, but we can certainly invest in better structure that can optimize our digital presence.</p> <p>AW highlighted that our advanced search function isn’t working properly, and NT has noticed the same, so AM to take a look.</p>	<b>AM HG  AM</b>
<b>208.4</b>	<p><b>(4) Plans for 2020</b>  HG acknowledged we had lots of plans before COVID arrived so now we look to reformulate our focus for the end of this year – optimising our website is HG’s top priority. Doing the videos/student films will now be secondary after website is done. HG would also like to create the video for the public-facing website “what is SFH” but AM highlighted the importance of ensuring schools still have all the info/resources they need in the meantime. HG suggested an interim solution – AW/AM/TE to put a PowerPoint or similar resource together for schools. TE offered to do this in Sway, so the ppt plays like a video. AW asked to make sure non-Office365 users could still view it and TE said he would convert it to go on our YouTube channel. HG asked for it to be created before the next Exec meeting if possible and to start with the module 3 video that introduces students to the AfSFH and how they can join etc. AW added when lecturers login, they see everything (resources) split by modules, so the video could be added to this list to make it easy to access.</p> <p>Next, HG highlighted that the AfSFH will be 10 years old on 19<sup>th</sup> October and it would be great to mark the occasion with a special newsletter and posts on social media and perhaps creating a card or something to sent out to members. AM/ST both agreed that sending members something in</p>	<b>TE</b>

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	<p>the post to mark the occasion would be great and AW suggested sending something extra to founding members of the AfSFH/or acknowledging their work in starting everything up. NT also suggested creating a dedicated 10-year celebratory logo as well, that could also feature on the website etc. AM wondered about creating a Facebook frame members could use – AM/TE to explore. A discussion continued with plans to send something out in October. HG will liaise with the designer regarding the logo and look at options and designs for creating and sending something out to members in October, whilst being mindful of budget. HG will also do a feature article in the December journal edition and hopes some former exec/founding members may be able to contribute to this,</p>	<p><b>AM/TE HG</b></p> <p><b>HG</b></p>
<b>208.5</b>	<p><b>(5) Communications to Supervisors</b> The last Supervisor newsletter went out in July and next meeting will be in October. Quite a few newly qualified Supervisors have now joined the ranks. TE to organize next date for the Supervisors' Group Meeting.</p>	<p><b>TE</b></p>
<b>208.6</b>	<p><b>(6) Journal Update &amp; Assistance required</b> HG said the journal is now with the printers and is out for delivery next week. She has had lots of contributions for articles, including adapting/coping with change. The next edition will be due out in December and it could be HG's final edition perhaps created in partnership with a newly appointed Journal Editor (tbc). HG suggested a new exec member could have the new editor role change to 'Head of Communications' so it can incorporate content writing and contributing to the Science Library, working with TE/AM more closely. ST highlighted we have many new members so when the advertisement of the position goes out, we'll see those who may have a background in this area. HG hopes to interview in November if possible so they can work on the December edition together, then they can start independently in January. ST added the job description could be carefully worded to say they don't need direct experience in communications or editing, and AM added it's more important they have strengths in copywriting and a good eye for detail.</p> <p>HG added it is now vital that look to outsource packing and posting the journal as the numbers have grown significantly. TE suggested asking our printers if they can recommend a company, so HG to ask. AW/ST suggested we could offer it out to members to do it, but HG is keen to future-proof the process as we continue growing and keep data secure too. NT suggested small business support companies as she knows of one near her and AW knows one based in her clinic too. HG said they would need a franking machine, but asked NT/AW to contact the companies to get quotes alongside HG asking Instantprint. HG will also investigate other alternatives.</p>	<p><b>HG</b></p> <p><b>NT/AW HG</b></p>
<b>208.7</b>	<p><b>(7) IT &amp; Social Media Update</b> <u>We currently have:</u> 349 members on our Facebook group 1088 likes on our FB page 444 we follow on Twitter</p>	

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	<p>789 following us 96 Instagram followers 63 we follow on Instagram</p> <p>TE clarified that IG/FB/TW/Google Biz posts go up every week. HG said she is pleased with our posts and the good engagement they are receiving too.</p> <p>TE uses Canva for animated posts and Photoshop for non-animated and he is regularly getting notifications of reposting, seeing engagement increasing generally.</p>	
<b>208.8</b>	<p><b>(8) Membership Update</b> <u>We currently have:</u> 521 registered members 178 students 3 Associate members 2 International <u>4 admin</u> 708 in total</p> <p>AW explained that Wild Apricot stopped sending lapsed emails and so she has emailed all 52 affected members – NT confirmed she didn't need to cross-check this.</p> <p>AW has been working hard to eliminate remaining standing orders, phoning members and all but 2 or 3 have now cancelled – those we haven't been able to reach can now be left as we can't keep chasing. HG suggested sending a letter in the post and AW/ST to action this.</p> <p>AW will be on holiday from 7-21 September so AM will handle technical issues, HG will take care of any problems/queries and any refunds/payments can wait until AW's return. AW to include in her out of office marketing@ and ceo@ for any urgent queries.</p>	<p style="text-align: right;"><b>AW/ST</b></p> <p style="text-align: right;"><b>AM HG</b></p>
<b>208.9</b>	<p><b>(9) Finance Update</b> <u>Funds in Bank:</u> 01-Nov-19: £42,984 23-Aug-20: £48,105 Surplus for the financial year to date 2019/20: £5,054</p> <p>HG asked ST to transfer another £5k to the saver account, to ensure we can meet our legal requirements as membership numbers have now increased.</p> <p>ST reminded the team to save all documents on OneDrive instead of personal computers in case of technical failure, so back-ups are always available.</p>	<p style="text-align: right;"><b>ST</b></p> <p style="text-align: right;"><b>ALL</b></p>
<b>208.10</b>	<p><b>(10) Marketing Update</b> AM and TE have already produced scripts for public-facing videos:</p>	

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	<p>1. What is SFH? 2. How do I find a Hypnotherapist?</p> <p>And for members: 1. How do I pay/renew? 2. How do I update my profile?</p> <p>The team discussed using voiceovers and HG will check and approve the created scripts, focusing on the public-facing ones first, as member info is already on our website. AM will also do a script for extra questions, and HG asked focus to be on sleep and anxiety, as these are key areas of importance at the moment. ST suggested accents are popular for voiceovers, so AW/NT/ST could be a good choice. NT volunteered to do it. HG would like all the videos to have a dedicated AfSFH background, so filming would need to be against a neutral background that can be incorporated into a branded frame. AM shared a video he created using Canva and the team agreed it looked great and would fit the brief. AM to do design work and create the AfSFH frame. HG suggested we start with 2 topics in the first instance. NT will focus on Standards/professional members (and record), HG can look at What is SFH (TE to write and AM will send it over to HG to review) and TE will script something on insomnia. HG would like scripts to be agreed by end of September if possible, with filming carried out in October and videos to go online in November.</p>	<p><b>HG</b> <b>AM</b> <b>NT</b> <b>AM</b> <b>NT</b> <b>HG</b> <b>TE/AM</b></p>
<p><b>208.11</b></p>	<p><b>(11) Standards Update</b> <u>Latest Audit:</u> 35 members sampled since Feb 2020 21 completed 14 given extensions</p> <p>NT checked through 73 lapsed members: 42 no action needed as members had removed AfSFH already 31 chased, of which 15 renewed membership, 14 actioned as needed, 10 still ongoing.</p> <p>NT highlighted that some members aren't logging all CPD and including other things that count towards it. HG suggested NT could write an article based on "What is effective/counts as CPD" for December edition for the journal.</p>	<p><b>NT/HG</b></p>
<p><b>208.12</b></p>	<p><b>(12) Membership Discounts</b> HG asked the team to keep any potential discounts we can offer members in mind. HG wondered if the Hypnotherapy Directory discount is still good and whether we can identify other opportunities to offer discounts to members. To be explored in the future.</p>	<p><b>ALL</b></p>
<p><b>Time and date of next meeting</b> <i>Executive Meeting</i> 8<sup>th</sup> November 2020, 10am-1pm Online via Zoom</p>		