

AfSFH Committee Meeting Minutes

26th January 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)

Agenda:

Follow up from last meeting:

- (1) Paper advertising opportunities (AGM.2) - ST/AM
- (2) Facebook feed scheduling posts (AGM.7) - AM/TE
- (3) Supervisors' Handbook Update (198.4, 1911.4) – NT/HG
- (4) Membership FAQs for website (198.7, 1911.5) - AW
- (5) Messaging members on behalf of Exec (1911.8) – HG/TE
- (6) Freedom of Information Act process (1911.12) – TE/NT/HG

Rolling Agenda Items:

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

Items Arising This Time:

- (14) Leaflets for Public/Member Events – HG
- (15) Exec Team away day 2020 – HG/ALL

No.	Minute	Action
201.1	<p>(1) Paper advertising opportunities</p> <p>ST recapped our discussion at the AGM about investing in regional paper advertising. AM suggested we defer this until we agree our objectives and have a clear idea of who would be reading it and where, what niches might be appropriate to target. HG added that our 10 year anniversary is coming up and that might be a good time to coordinate our efforts. She added the plan is also to invest in developing partnerships with external bodies (MIND, Anxiety UK etc) to see where we can look into joint marketing initiatives as they have well established links. AM added the Happiful Magazine could be a good fit too. ST said the purpose of paper advertising, from her understanding, was to promote members by promoting SFH generally, so members can see we are investing in ways to attract more clients to them across the UK. AM suggested we could encourage members to co-ordinate their marketing activities with ours to maximise reach. HG suggested there may be other more effective ways of spending money on advertising that would generate a better return. TE suggested a YouTube channel and AM</p>	

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	<p>suggested radio promotion. AW suggested we offer to subsidise members' advertising if they include specific information about the AfSFH that we could develop.</p> <p>ST proposed we ask the members what they feel would work best for them in their area, as different regions will have different needs. HG agreed to create a members' survey in February to help inform our priorities moving forward and we can discuss the results and make more definitive plans at the forthcoming away day. She will put a draft together asap for the Exec team to consider before TE distributes it.</p>	HG/TE
201.2	<p>(2) Facebook feed scheduling posts</p> <p>ST recapped the discussion from the AGM and HG suggested posts could be called 'monthly heads up' without comments being enabled, simply to remind members throughout the year. AM was keen for it to tie in with planning/content related to our marketing cornerstones, the way Hypnotherapy Directory does.</p> <p>HG said we could look at both the public and the member pages and TE recommended we add finding 12 items to use to the agenda for the away day. ST suggested we start now with a monthly reminder to look at CPD page to get the scheduling up and running before we create a yearly plan at the away day. TE will look into this and HG asked him to add photos to the post, from the website ideally. AM added that if anyone writes a blog/article in the journal, it can go into a 'content bucket' for future use in educating and motivating members/public as appropriate.</p>	TE HG
201.3	<p>(3) Supervisors' Handbook Update</p> <p>This is still a work in progress to be followed up at future meetings. NT said she is already collating relevant items that could be included from her Supervisor Training Course and is struggling to see how the format might look and how to present the information. HG said she sees it as a short handbook with some scenario-related content and with links to external websites to provide further information, so that we have a handbook that stays current, and any updates will be on those external webpages so we don't need to keep recreating the guide. HG added that, once the basic structure of the handbook is ready, she will distribute to the Exec to check/edit. She invited all Exec members to suggest ideas they would like to see included and will ask Supervisors also.</p>	HG/ALL
201.4	<p>(4) Membership FAQs for website</p> <p>AW has started to create a list of FAQs and it was highlighted that several members are asking for certificates since we stopped sending them automatically, but the process is quicker than it used to be, so it's not an issue that needs including in the FAQ list. PayPal is proving a challenge for autorenewals, as some members who historically paid £60 are somehow autorenewing at £60 instead of £65 so AW needs to go back to the members to collect the additional £5. ST asked how this would be possible, as PayPal is linked to Wild Apricot, so should be taking the amount required from the database (£65) and not relating it to</p>	AW/AM

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	<p>historical payments. AW/AM to go through the next examples of this that crop up to investigate solutions.</p> <p>A discussion then took place about alternatives to using PayPal. TE said there are 100s of payment providers out there, but PayPal is the most popular and well-established. ST thought Wild Apricot offered an alternative and AM looked it up and found Authorised.net – he will explore this as a different payment option and ST supported this as offering members a choice at renewal to use PayPal or pay directly with a card if Authorised.net can provide this service alongside.</p> <p>HG concluded by asking AW to send her completed list of FAQs to AM/HG by 14 February so they could set up a dedicated webpage in the Members' Area. AW suggested the FAQs could then be added to the scheduled posts to come.</p>	<p>AM</p> <p>AW/HG</p> <p>TE</p>
201.5	<p>(5) Messaging members on behalf of Exec HG has been unable to find a way to comment/message members from a general AfSFH profile but after a discussion, suggested TE enabled business pages to join the members' group and then accepted a request from the AfSFH public page, before disabling pages joining again. This could then solve the issue so the 'AfSFH' page can comment/message without identifying and Exec member directly. To be implemented.</p>	HG/TE
201.6	<p>(6) Freedom of Information Act process HG recapped the reasons behind needing a process for accessing information during the complaints procedures that can then be added to our policies. TE highlighted the ICO give good examples of managing this and ST said it should also include when a therapist can identify the complainant despite their request for anonymity. NT/HG to look at the ICO link that TE has sent and create a document accordingly.</p>	NT/HG
201.7	<p>(7) Communications to Supervisors The next Supervisors' Group meeting is scheduled for Tuesday morning. HG added the next newsletter will go out after the meeting and she plans to ask Supervisors to encourage Supervisees to create content for the journal. She also added that 3 Supervisors spoke to her at last year's event to say they are happy with the AfSFH's support for Supervisors currently.</p>	HG
201.8	<p>(8) Journal Update & Assistance required HG received positive feedback after the last edition went out and the next one is due to go out by the end of March (submission deadline end of Feb). Two Supervisors are being featured after HG communicated the opportunity to profile 2 Supervisors per journal in place of the historic 'meet the member' feature. HG asked TE write an article about the benefits of spring cleaning. HG asked AM to submit the content from the various talks at the event in a 3-4-page article to summarise (which can replicate/summarise the information to go on the website).</p>	<p>TE</p> <p>AM</p>

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	<p>HG added that she will be including an article about the AHD by Alex Bronger in the next edition but clarified it was not for advertising purposes, merely to explain what it is and how it works for anyone who wants to consider it – the AfSFH is after all about helping people to develop and raise standards.</p>	HG
201.9	<p>(9) IT & Social Media Update <u>We currently have:</u> 323 members on our Facebook group 968 likes on our FB page 440 we follow on Twitter 773 following us</p> <p>TE suggested we look at creating an Instagram account this year that can be linked to our public page, the advantage being it will link back to our website and improve Google ranking as a result. AM asked if creating a Google My Business page would also be useful but we have a pin on Google, so it wasn't seen as a priority at this time.</p> <p>TE reminded the Exec to use the Teams app to communicate instead of emailing, so we can make the most of the Office365 package and lighten our inboxes at the same time. ST explained for those still not using it how to make it easier to engage with Teams, either on a desktop computer (keeping the app open whenever working on AfSFH business or at regular times in the week) or on their phones, highlighting the ability to disable notifications so the app can be checked and used quickly, without getting bogged down with notifications. AM opened the app and established his connection. AW/NT to do the same now to ensure the whole team uses the app for instant/easy communications.</p>	<p>TE</p> <p>ALL</p> <p>AW/NT</p>
201.10	<p>(10) Membership Update <u>We currently have:</u> 483 registered members (incl international) 151 students 4 admin 638 total</p> <p>AW will sort out permanent renewals for Exec members so that we don't get annual reminders. AW has now set up an auto-response message to emails explaining she is a full-time SFH as well as Head of Membership and advising members to allow up to 5 working days to get a response and to phone her if it is urgent.</p>	AW
201.11	<p>(11) Finance Update <u>Funds in Bank:</u> 01-Nov-19: £42,984 25-Jan-20: £46,775 Surplus for the financial year to date 2019/20: £3,791</p> <p>ST said the updated reciprocal list is being completed this coming week and HG will add it to the newsletters and FB when it's finished. AW</p>	<p>AM</p> <p>ST/HG</p>

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	<p>asked if ST needed to be notified of archived members so they can be removed from the reciprocal list but ST suggested TE would be the person to contact as he can update the webpage directly to keep the list up to date.</p> <p>HG has hard copy receipts from event purchases and ST suggested she collect these in person the next time she is in Bristol. AW asked if she should have access to PayPal to check payments there but as the checks aren't too frequent, ST suggested she continue to email them through for checking as and when.</p> <p>TE asked if it was now a good time to review the amount Exec members get paid as we all seem to be investing more time in activities. HG said this was being discussed with NG and she will get back to the team in due course.</p>	<p style="text-align: center;">ST/HG</p> <p style="text-align: center;">HG</p>
201.12	<p>(12) Marketing Update</p> <p>AM said he is looking forward to the team coming together this year to decide on marketing strategies, with the aim of building value for existing members, explaining benefits to students and educating the public.</p> <p>HG added she is keen to get marketing materials up and running (leaflets etc), as we will need these in place before we start attending external events.</p>	
201.13	<p>(13) Standards Update</p> <p>NT said the audit process will resume in February and asked AM to send her the current membership list. AW has sent over 26 lapsed members to follow up on, and of those:</p> <p>2 rejoined 4 are planning to renew (NT to follow up) 11 had no evidence of the AfSFH logo on their marketing platforms 9 have yet to respond</p> <p>HG commended NT on all her hard work in this area. NT added that she is also collating information for the Supervisors' Handbook by asking for input from other trainee supervisors.</p>	<p style="text-align: center;">AM</p> <p style="text-align: center;">NT</p>
201.14	<p>(14) Leaflets for Public/Member Events</p> <p>HG highlighted that last year the Exec worked on 2 large projects (website and event) and this year the focus will be on more smaller projects to get leaflets and merchandise up to speed as per initiatives mentioned earlier in the meeting.</p>	HG/ALL
201.15	<p>(15) Exec Team away day 2020</p> <p>HG is keen to have the away day in Feb/Mar to set up the rest of this year nicely and the 7th March was agreed among the Exec. It would ideally need to be somewhere close or with easy access to an airport for AW and the location was narrowed down to somewhere between Bristol and Birmingham as AW's flight times fit those airports best. HG is keen</p>	

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	to host a corporate working day with a possible activity in the afternoon/evening to support team building. She asked the Exec to each submit 2 venue ideas by the end of the coming week, with a rough idea of costings so we could book soon. AM requested that we set a structured agenda for the day and the team agreed. HG to liaise with team and formalise an agenda.	ALL HG
201.16	(16) AOB – CORP Results ST asked about the CORP results in the journal, as most members were hoping for an update on how the data is being used to promote SFH externally as a research result tool, but HG explained the data was all that Matthew Cahill provided at this time. The article showed highlights from the data collected so far, from some 40,000 logged client hours.	
201.17	(17) AOB – Student Upgrades from 2 Schools AW explained that student upgrades from 2 schools were still problematic and the AfSFH is getting blamed when it is the senior lecturers' responsibility to send us the information to confirm memberships. She has spoken to SR, but HG said it's now time to discuss with DN directly as it is damaging the student perception of the AfSFH and we need to find a working solution. It was also thought that senior lecturers should be members of the AfSFH, as they need to believe in a membership scheme they are promoting. AW to liaise with CPHT again as needed.	AW
	Time and date of next meeting <i>Next Executive meeting to be scheduled after Away Day on 7th March 2020 (pressing items can be discussed on the day).</i>	