AfSFH Committee Meeting Minutes

28th June 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)   Facebook feed scheduling posts (AGM.7, 201.2, 204.2) – AM/TE
    (2)   Supervisors' Handbook Update (198.4, 1911.4, 204.3) – NT/HG
    (3)   Freedom of Information Act process (1911.12, 201.6) – TE/NT/HG
    (4)   Away Day Plans (204.18) – ALL
    (5)   PR Opportunities (204.18) – HG/ALL

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

Items Arising This Time:
    (13)   SEO Strategies – HG
    (14)   AfSFH vs NCH Supervision Requirements – ST
    (15)   COVID-19 Information – HG
    (16)   Plans for the rest of 2020 – HG/ALL

No.	Minute	Action
206.1	**(1) Facebook feed scheduling posts** The team agreed that there is no need for Hootsuite at the moment, as TE is managing. Free subscription gives us 3 profiles (eg FB, IG & LI) and 30 messages a month with 1 user. AM added that FB demotes your posts if you use Hootsuite so we will hold off for now. HG sent TE her top 5 quotes and AM commented that there has been a noticeable increase in post sharing recently. TE explained he puts 1 internal info post followed by 1 motivational post up on alternate weeks. AM suggested putting posts on Google Business listing too and will help TE set this up, which should be good for our SEO.	**TE/AM**
206.2	**(2) Supervisors' Handbook Update** It was agreed to remove this as a separate item on the agenda. NT will update the team as part of her Standards Update (see 206.12 below)	**NT**

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206.3	**(3) Freedom of Information Act process** HG explained no other organisations publish this and she has been looking at CNHC/UKCHO guidance. The plan is to add more info about GDPR for the website, including subject access requests (NT to look at). ST mentioned that some people may be concerned about litigation regarding COVID and going back to face to face, so HG to advise more in due course. HG to look at adding more info to COVID page and look at ICO sharing data for Test and Trace.	**NT** **HG**
206.4	**(4) Away Day Plans** The team agreed to remove this item from the agenda due COVID and the challenges it poses to actioning plans. To be revisited in future when restrictions are eased further.	
206.5	**(5) PR Opportunities** There is a spreadsheet on standard FAQs on SharePoint (HG to forward the link) – HG would like everyone to look at the list and add any further questions. AW had done some prep for this in the past and will share this. HG will then delegate responses among the team and AM will help to tie everything in with webpages, articles and future PR.	**HG** **AW** **ALL**
206.6	**(6) Communications to Supervisors** Last Supervisors meeting was in May. Next to be in Sept/Oct – date tbc. HG to send out next Supervisor Newsletter in July.	**HG**
206.7	**(7) Journal Update & Assistance required** Next journal due to be published at the end of August (deadline for submissions 31ˢᵗ July) – HG hopes it will be back to a paper copy by then. ST asked by HG to feature in Super Support article and AM to complete 'Moving forwards' from COVID article. HG asked TE to create insomnia article, as many have struggled with sleep over lockdown!	**HG/ST/AM/TE**
206.8	**(8) IT & Social Media Update** <u>We currently have:</u> 335 members on our Facebook group 1028 likes on our FB page 443 we follow on Twitter 791 following us 74 Instagram followers 58 we follow on Instagram	
206.9	**(9) Membership Update** <u>We currently have:</u> 489 registered members (incl international) 207 students 3 Associate 1 International 4 admin **704 total**	

	AW explained that, for some reason, the automated emails AM/AW had discussed and set up to remind students to upgrade and then to warn them of membership expiry after 1 year stopped working. Neither are aware of having cancelled them so have no idea why they have stopped. They are now reinstated again but it has meant that 52 students are beyond their year's membership and have not upgraded. AW has sent emails to all of them using the content from when we sent out the first round last year. As last time, she has given them 2 weeks to upgrade or have their membership terminated. AW highlighted there have been a small handful of members who have contacted her to say that their auto renewal has gone through but they had intended to terminate their membership. On the small number of occasions where they have contacted within a day or two of the payment being made, she agreed to refund the payment. Beyond a week, no refund has been made. AW would like the team to feedback if they think refunds should continue on this basis or not be made at all. HG to liaise with Anne regarding refunds. Lastly, AW has at last finished contacting the few remaining members and ex members who pay by standing order. All have either been spoken to by telephone or messages / emails left for them. One has chosen to re-join as a result.	**ALL** **HG**
206.10	**(10) Finance Update** <u>Funds in Bank:</u> 01-Nov-19: £42,984 28-Jun-20: £47,227 Surplus for the financial year to date 2019/20: £4,176	
206.11	**(11) Marketing Update** HG has completed the guidance for COVID on the website and AM has added a new section on marketing during Covid. AM has created training video outlines to be shown in month 3 and 9 of training – these can be used for scripting. AM & TE have been working on tutorial video guides also and planning on member resources for working online. AM's journal article needs some help from the team – requested some quotes from each Exec member for the article – to be sent to HG. AM added he has used Canva and has asked HG if there should be a copyright watermark on each post, along with version control when things get updated. HG said we should use a copyright watermark on anything original we post, and keep version control of the videos/how tos we create for version control. AM/TE to ensure version control/AfSFH copyright on videos created for website.	**AM** **AM/TE**

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206.12	**(12) Standards Update** Latest Audit: 25 members sampled since Feb 2020 16 completed 6 still outstanding 2 for follow up in September & November due being newly qualified 1 in receipt of extensive support to get back on track. Lapsed members continue to be checked and chased using a more organised system of recording. Supervisors' Handbook – progress has been made on the first section.	**NT**
206.13	**(13) SEO Strategies** HG suggested it was a good time to revisit investing in SEO as it was fed back in the members' survey. AM has been looking into it, how we need to do what Google wants to see in a format that boosts our SEO but we need to keep checking and doing it all the time. HG said there are many companies offering to do this for us, but we need to be careful. AM said he is currently working with a company to improve his business SEO and they have started with a comprehensive audit. ST said the last time we invested in this, we paid £400 a month and saw no tangible return on the investment, and AM said the company he is using is doing it for £120 a month, which is much more reasonable. TE suggested we get other quotes for comparison and team agreed, although how much they can do with Wild Apricot in the picture may make it more challenging. HG said if WA proves to be a barrier to our progress, we can review and explore our options in future. AM will chat to his contact at the company and we will follow up from there.	**AM/TE** **AM**
206.14	**(14) AfSFH vs NCH Supervisor Requirements** ST highlighted that, because of NCH requirements, an AfSFH Supervisor must become an Accredited member of the NCH to see any CPHT graduates who have NCH membership and asked if there were any solutions to better support AfSFH Supervisors. There was general consensus not to insist AfSFH members can only see AfSFH Supervisors. It was also assumed, as we haven't received any other feedback on this to date, that most Supervisors are content to have membership of both NCH and AFSFH as it widens their reach to see non-CPHT graduates too, so no action required.	
206.15	**(15) COVID-19 Information** HG confirmed the new COVID info page is now up and running, with business support content being added to further help members. There will be an article in the next HT journal about how we can move on from covid in our practices. AW reiterated the need that any guidelines should state where there may be Scottish/Welsh/NI differences and HG confirmed she would continue to keep the page updated in accordance with the guidelines, including any devolved nation differences.	**HG**

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206.16	**(16) Plans for the rest of 2020** HG asked the team to work towards raising the AfSFH's profile as well as the profile of our members. Clearly, COVID has had a big impact on our plans, but moving forwards we will focus on ways to promote the organisation as a whole via things such as SEO and creating video content for the public website, increasing social media profile etc., in addition to extending information and resources for new and existing members.	**ALL**
206.17	**(17) AOB – Creating a Science Library** HG would like to create a science library with links to well-written articles/publications. AM suggested it would be like the Brainbox section in the journal. HG asked the team to have a think about what they would like to see included and send her ideas. AM said it would add extra value to members and HG hoped it would support member retention. AW asked how long this might take to set up and wondered if it would also be better to engage members by promoting existing benefits before adding new ones. NT asked about what costs might be associated with accessing some articles and HG suggested no cost - if an article requires paid access, the members can choose if they wish to invest (e.g. for external content). TE suggested links from questions collated for PR activity (see 206.5 above) could also connect to research papers. HG will create a science library list so that the other exec can add things. We can then look at starting to create some content – it may well become a dual function for the new editor next year.	**HG/ALL**
	Time and date of next meeting *Executive Meeting* 23rd August 2020, 10am-11am Online via Zoom	