

AfSFH Committee Meeting Minutes

31st January 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
Anne Wyatt (AW), Head of Membership
Sacha Taylor (ST), Head of Finance (took minutes)

Follow up from last meeting:

- (1) PR Opportunities (204.18, 206.5, 208.2, 2011.3) – HG/ALL
- (2) SEO Strategies (206.13, 208.3, 2011.4) – TE/AM/HG
- (3) PowerPoint for schools converted to video (208.4, 2011.5) – TE/AM
- (4) Lockdown 2/3 Plans (2011.15) – 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) Finalise date for 2021 AGM - ALL
- (13) Ionos/Microsoft 365 Provision – TE/ST

No.	Minute	Action
211.1	(1) PR Opportunities Deferred to later in year, in line with new Head of Comms role	
211.2	(2) SEO Strategies AM/TE have made great progress and had a full meeting with Matthew at MAW. TE is pleased with their answers to questions posed and feels Matthew is a good fit to support the AfSFH. AM reviewed the project and budget and is going through all the web pages with MAW so the process ahead is looking clear: <ol style="list-style-type: none">1. Create a frontend website on WordPress – MAW are recommending their own platform and there is back up with other PHP users. ST asked if his platform will liaise with Wild Apricot as well as WP and TE said it would.2. Public pages also go front end. WA's widget that allows application to membership will still work.3. Membership content will also move to the new site at additional cost4. Blog widget will be replaced by MAW tool (they will build replacements for WA widgets)	

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<p>5. New directory with access to more data fields to better compare to sites like Hypnotherapy Directory. HG asked for it to include a text box for member profile info so members can showcase themselves better.</p> <p>AW asked if members will still need to download their certificates with the new system and AM to check.</p> <p>ST asked for the member area of our website to be easier to navigate when looking for key info (eg Supervisors, CPD, discounts etc). AW will send a list of the most frequent requests she gets to prioritise. HG said the website will be streamlined with the new design and be easier to navigate – site map aspects to be discussed with MAW.</p> <p>NT asked if the ‘find a therapist’ function will be by area, and if it can have a randomised or alternating display so all members have a fair chance to appear in searches. AM to find out about how results can be displayed.</p> <p>AM explained that, with the new directory, we will stick with the WA widgets for applying for membership and invoice/payment info too.</p> <p>HG asked that we ensure we can keep the same level of permissions on how pages are displayed – AM to check with MAW.</p> <p>AW asked about whether members will still be able to sign up as a guest or pay by CC when linking to PayPal. ST thinks that is dictated by WA and HG added we need to allow one-off payments and asked how many members AW thinks this would affect. AW to monitor this and ST will check old statements.</p> <p>The Exec Team all agreed to use PHP and MAW to work on our membership area as well as the public-facing website.</p> <p>AM explained the time scale for work, estimating everything will be live and SEO commenced towards the end of April/May. AM will send a spreadsheet to the team to highlight the priorities for functions/data fields/search capability to get started. HG/TE/AM to discuss the compiled list of example websites. NT suggested we could ask members what features they would like and HG suggested we do this later, once we have some outline concepts to work with (and once we know the possibilities with the build and design).</p> <p>HG then asked about budget/fixed price package and whether there are any specific payment terms. AM to check if anything needed upfront and HG said we could pay in phases. TE asked if our costs with WA would reduce, but ST said not as we don’t currently pay extra for our website/directory.</p> <p>AM/TE to have regular meetings with MAW and AM will need some budget for images. Project plans will be updated after each meeting.</p>	<p>AM</p> <p>AW</p> <p>AM</p> <p>AM</p> <p>AM/ST</p> <p>AM</p> <p>HG/TE/AM</p> <p>AM/TE</p>
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211.3	<p>(3) PowerPoint for schools converted to video HG said that the SEO project is the priority but we are still keen to work on the digital leaflet and HG will create a rough idea/outline/draft plan to consider and will send to AM for input in the future. She added she is happy to get the finished leaflet done professionally if needed, as we can use the template for other things in future.</p> <p>AW/AB still happy to share with students as a test run in their schools.</p>	HG
211.4	<p>(4) Lockdown 2/3 Plans HG is keeping an eye on regulations, especially around March when lockdown is expected to begin easing. It is likely things may change differently depending on which area of the UK a member is based.</p>	HG
211.5	<p>(5) Communications to Supervisors The latest Supervisor Newsletter went out recently and the next meeting is scheduled for 2nd February. CPHT no longer accessing research articles from RG but the archive remains. ST asked if we would communicate this to Supervisors and HG said it can go in the next newsletter.</p> <p>Generally, Supervisors seem to be feeling happy and supported and there is another Supervisor training course taking place.</p>	HG
211.6	<p>(6) Journal Update & Assistance required HG confirmed the journal went out earlier in the month and has had positive feedback. There was a misalignment on some folded pages on some of the printed copies and the supplier has given a £100 credit to apologise. HG highlighted how much better it is to be outsourcing the printing/posting now and is happy with our supplier.</p> <p>The next edition is due out at the end of April with a deadline for submission around mid to end of March. TE is contributing an article on needle phobia. AW is preparing a CPD on phobias and will be keen to see TE's article to ensure continuity.</p> <p>HG said the general theme for this edition is hope, adapting to change and rebuilding and AM will write an article on digital change/transformation/SEO about the upcoming AfSFH website. NT is writing an article about online working/Brexit/GDPR and HG will seek out 2 more Supervisors to be featured.</p> <p>HG said the new role of Head of Communications will likely be advertised after the Spring edition to have someone in place for the summer issue and so that they can also help with content for our new platform too.</p>	TE/AM/NT/HG
211.7	<p>(7) IT & Social Media Update <u>We currently have:</u> 379 members on our Facebook group 1160 likes on our FB page</p>	

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	<p>439 we follow on Twitter 804 following us 81 we follow on Instagram 149 Instagram followers</p> <p>TE asked all members to check and update their BCP documents to keep these current</p>	ALL
211.8	<p>(8) Membership Update</p> <p><u>We currently have:</u> 573 registered active members 188 active students 3 Associate members 4 International <u>4 admin</u> 772 in total</p> <p>AW shared that a fellow member/Lecturer/Supervisor had been in touch to say they feel there isn't enough communications between CPHT Lecturers and the AfSFH and they feel they need to have a voice. ST suggested that AW is the voice of Lecturers to the Exec team. HG said it was good they would like more involvement as we like to foster good relations whilst maintaining mutual independence. HG will explore how we can communicate with the schools via our Chair, possibly by producing something for use in the senior lecturer meetings.</p> <p>TE revisited having a higher level of membership and it was suggested NG could be a good candidate to move up to a higher tier, and HG suggested something like a 'Fellowship' level and felt the team could vote on whether suggested members fit the criteria. ST highlighted that from discussions from previous meetings, we decided to avoid 'Accredited' level as this was felt to be too divisive, but looking at members who have gone above and beyond in their membership would be more of a celebration suitable for a fellowship level. The team agreed to introduce a Fellowship level and a few names were put forward. HG to create some criteria for consideration and the team (and eventually all members) will be invited to recommend individuals for their wider contribution to the SFH field. NT will create a profile on Fellowship.</p>	<p>HG</p> <p>HG</p> <p>HG</p> <p>NT</p>
211.9	<p>(9) Finance Update</p> <p><u>Funds in Bank:</u> 01-Nov-20: £46,583 31-Jan-21: £52,581 Surplus YTD: £5,998</p> <p>ST updated the team that the PayPal Checkout switchover had seemingly taken place, but that some members seem to have paid twice, where their old subscription hasn't been cancelled. ST to investigate and resolve the issue, and in the meantime is issuing refunds directly from PayPal when alerted to any double payments.</p>	ST

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211.10	<p>(10) Marketing Update See (2) SEO Strategies section above</p>	
211.11	<p>(11) Standards Update NT has updated our policies for working online, including working outside of the UK after Brexit. She added the UK GDPR rules are almost identical to the EU rules, and this is updated on our website. She highlighted the need to update contracts to no longer refer to EU GDPR.</p> <p>NT then explained we are now completely governed by the ICO and that laws apply to where the practitioner is based, not the client, but if it is a criminal issue, the law applies to where the client is based.</p> <p>The end of the 2020 audit showed that 50 members were sampled and NT has created a summary document on SharePoint. In total, 7 out of the 50 left the AfSFH when audited, but 2 of these have since rejoined. 4 others are still being supported with extensions. For 2021, NT will sample 60 members to reflect our growing numbers.</p> <p>NT highlighted that she discovered 3 lapsed members were still showing the AfSFH on their HD profiles, so NT liaised with HD directly to rectify this.</p> <p>Out of 131 lapsed members, 50 needed chasing and 25 rejoined.</p> <p>HG highlighted the risk of members leaving, then later rejoining but without adhering to the rules again. HG asked NT to put a reminder out to them that rejoining will reactivate the audit, but that NT will review with them again after 6 months membership. ST suggested this gets explained when they initially decide to leave. NT will create some standard emails to support this. HG said that, in future, if membership numbers continue to increase she would look to having additional support for NT.</p> <p>ST raised the question of members who name a Supervisor that they have never engaged with for Supervision. She wondered how many members are not listing the correct supervisor and whether Supervisors would want to check who has named them. HG said she will include a reminder in the next newsletter for members to update their Supervisor.</p>	<p style="text-align: center;">NT</p> <p style="text-align: center;">NT</p> <p style="text-align: center;">HG</p>
211.12	<p>(12) Finalise date for 2021 AGM SR hasn't got much availability, so looking provisionally at the 16th May for the next AGM, which is likely to be held online.</p>	
211.13	<p>(13) Ionos/Microsoft 365 Provision TE explained he would like to set up a new IONOS account for the AfSFH directly, instead of sitting in the CPHT account. HG asked if the domain shift would affect the new website. TE to action and advise in due course.</p>	<p style="text-align: center;">TE</p>

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211.14	(AOB) Facebook Group Feedback There has been some concern that some members seem to see the FB page as the first place to go to for advice on client issues or problems when they should go to a Supervisor. Some recent posts have also given too much identifying information and needed to be removed, and the Exec agreed it would be helpful to remind members regularly of the group rules. HG will update the group page info pinned at the top and will add 'this page isn't moderated 24/7' information, with NT providing additional conduct info.	HG/NT
211.15	(AOB) Hypnotherapy Directory AW has been contacted by someone at Hypnotherapy Directory to explore a new member discount offer, as the current one was set up in 2017 by Polly. ST/AW will have a meeting with him to discuss the potential for a new discount offer and HG added to ensure there were no strings attached. She added it would be good to highlight our website redevelopment as an opportunity to generate more referrals to HD in future. AM suggested we could create a feature on AfSFH and back link it to HD's site or feature in their Happiful magazine.	ST/AW
	Time and date of next meeting <i>Executive Meeting</i> 21 st March 2021, 10am-1pm Online via Zoom	