

## AfSFH Committee Meeting Minutes

**17<sup>th</sup> February 2019, 10.00am – 13.00pm - Location: Online via Zoom**

**Present:** Helen Green (HG), CEO & Journal Editor  
 Trevor Eddolls (TE), Head of IT & Social Media  
 Anne Wyatt (AW), Head of Membership  
 Nicola Taylor (NT), Head of Standards  
 Sacha Taylor (ST), Head of Finance (took minutes)

**Agenda:**

*Follow up from last meeting:*

- (1) Update on new website (192.2):
  - a) Google Analytics – TE/AM
  - b) Payment Help, including PayPal testing – AM/HG/ST
- (2) How to use Office 365 (192.3) - TE

*Rolling Agenda Items:*

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

*Items Arising This Time:*

- (10) Dropbox to be Discontinued – TE/ALL
- (11) Time Management using Toggl - ST
- (12) Members’ feedback re PayPal – AW
- (13) Common confusions with new renewals process - AW
- (14) Audit Campaign – NT
- (15) Members’ Event - HG

| No.   | Minute   | Action |
|-------|--|--------|
| 192.1 | <b>Apologies for Absence</b><br>Andrew Major (AM), Head of Marketing   |        |
| 192.2 | <p><b>(1) Update on new website</b></p> <p><b>(a) Google Analytics</b></p> <p>Google Analytics is now up and running. We can now do reporting on web traffic to our site. In order to only view non-Exec member traffic, we would need to remove our IP addresses, but it was agreed this isn't necessary at this time. HG is keen to see how traffic moves and which pages are most visited and suggested we start reporting after another month or two. AM asked if he should redo the site map, but TE said he had done this recently.</p> <p>ST highlighted that some members are finding it difficult to find certain pages, in particular Events/CPDs, and some discussion was had. HG concluded we could leave the site as it is, and ST suggested changing the heading 'Members' Network' to make it clearer for members to find</p> |        |

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| <p>relevant pages. TE suggested taking pictures out of the members' area as they push the content down the page and move the 'Hub' boxes to the top of the page – HG agreed to move the hub boxes further up the page to help members see things more clearly. TE also suggested using Google Analytics to see if further tweaks are needed, as it will show the bounce rate.</p> <p>AW then advised the Exec that the renewal pages contain errors with button fields being empty. HG/AM to investigate and rectify.</p> <p><b>(b) Payment Help, including PayPal testing</b><br/>The majority of our members are fine using PayPal, although there are some issues on the database relating to automatic payment and automatic renewal. Again HG/AM to look into this.</p> <p>AW said she still receives a few emails from members not wanting to pay using PayPal, preferring to make a bank transfer instead, or finding PayPal won't set up automatic payments for future renewals. It's quite a longwinded process to action this in the database.</p> <p>AW said there is also an issue with PayPal for members based in Singapore. HG explained she and AM had explored Wild Apricot's own payment facility, but it is only available in US/Canada, so not an option. Therefore, the only current solution is to use PayPal or pay by bank transfer. AM offered to create a '<b>how to</b>' pdf guide that can be attached to joining/renewal emails we send to help members. NT suggested adding it as info text boxes on the renewal page but HG explained it won't appear on members' profiles, but could be added to the actual application form. We can also update any text on the Join Us page if needed.</p> <p>AW said she has updated the 'upgrade' email to be more specific on the process and the lapsed email is too wordy, so she plans to do the same and add PayPal information too. HG agreed that reducing the wording in the email and attaching a pdf would be best, so AM/AW to work on this in the coming weeks and HG will be happy to proof read.</p> <p>TE asked if we can have pop-ups, and HG said she found the gadget that allows them, but that the text is restricted, so a document would be better and easier to update/amend as needed too (document control easier).</p> <p>NT suggested the pdf could go out to students too, at time of upgrade, and AW confirmed upgrading students was still a manual process, but a relatively quick and easy one. TE felt it would be best if we didn't have to download pdfs/documents needed.</p> <p>HG concluded that for now, we will allow those members not wanting to use PayPal to make a bank transfer, but not have this be the preferred method as PayPal is easy and secure, so this should be the main process otherwise (setting up recurring payments will be also more</p> | <p><b>HG<br/>AM</b></p> <p><b>HG/AM</b></p> <p><b>HG/AM</b></p> <p><b>AM/AW/HG</b></p> |
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|                     | <p>convenient for members and will ensure that they don't lose membership benefits if they forget to manually renew).</p>   |  |
| <p><b>192.3</b></p> | <p><b>(2) How to Use Office 365</b><br/>           There was some discussion on how to use Office365 for AfSFH work if we already have it for our own personal use and TE explained you simply logon with your personal or AfSFH details depending on the work you are doing and that you don't need to re-download Excel, etc. TE suggested turning off conversations in Outlook to avoid grouping emails and showed the team how to do this. He also advised not to set up auto-forwarding of our emails as this will break security settings. Automatic replies for 'Out of Office' situations are fine however.</p> <p>TE highlighted how useful the Teams app is in allowing us to communicate without clogging up our inboxes for certain discussions, like Messenger or Whatsapp for our team and you can simply leave the app open while you are working on AfSFH matters so you'll know if you've been messaged (and you can see who is online when you send messages too). For urgent matters, email/text/phone is still best. AW said she would like a 1-1 session at some point with someone to get to grips with it all as she is finding it challenging to have the time to set everything up. NT said she hadn't really started using it yet but will endeavor to do so. TE reminded everyone that it's a new system, but not a difficult one to use, and we'll all soon get used to the different functions and ST also reassured the team that we will each use Office365 differently, dependent on our individual roles, and it's easier once you start using it. HG highlighted that everyone needs to start using SharePoint for files, as the old Dropbox is no longer in use. AW said she is keeping some files on her local computer, but HG asked her to upload them to SharePoint to ensure we have backup copies for safety/security.</p> <p>TE also highlighted that there are numerous tutorial videos to help us if you click on the Admin icon.</p> <p>ST/TE also highlighted the difference between OneDrive and SharePoint – the latter being the place we share documents with each other and what we'll use most. OneDrive is individual to each of us, so files there aren't seen by others.</p> | <p><b>ALL</b></p> <p><b>AW/TE</b></p> <p><b>ALL</b></p> <p><b>AW</b></p> |
| <p><b>192.4</b></p> | <p><b>(3) Communications to Supervisors</b><br/>           HG said the recent Supervisors' Network meeting on Zoom had been excellent, with 10 supervisors in attendance. ST added it was nice to see other newly-qualified supervisors on there too. HG is working on the next newsletter, due out next week and NT asked when the next meeting would be – ST/HG confirmed they are planned to take place every 4 months, so the next one will happen towards the end of May. TE/HG to arrange.</p>  | <p><b>HG</b></p> <p><b>TE/HG</b></p>                                     |
| <p><b>192.5</b></p> | <p><b>(4) Journal Update &amp; Assistance required</b><br/>           The next journal is well under way, with AW being the featured 'meet the member' and AM providing an article on the website, which should also help members understand what is where and what resources are</p>   |  |

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|              | <p>available to them. HG is saving all articles on SharePoint now and the next edition is expected to go out at the end of March. HG will need labels from AW around mid-March. HG also to send ST the details of those eligible for Amazon vouchers so ST can pay and distribute accordingly.</p>   | <p><b>AW/HG</b></p> <p><b>HG/ST</b></p> |
| <b>192.6</b> | <p><b>(5) IT &amp; Social Media Update</b><br/> <u>We currently have:</u><br/>           351 members on closed FB group (-3 due a recent purge of lapsed members)<br/>           808 like our public FB page (+20)<br/>           432 we follow on Twitter (+1)<br/>           748 follow us on Twitter (+8)<br/>           29 members in Supervisors FB Group (+7)</p> <p>TE has been working on the migration to Office365 and the closure of Dropbox. He has also got the LinkedIn page up and running again so he asked all Exec members to please connect. HG added that LinkedIn is a good forum for business topics and stress management, so SFH can get well promoted there.</p>  | <p><b>ALL</b></p>                       |
| <b>192.7</b> | <p><b>(6) Membership Update</b><br/> <u>We currently have:</u><br/>           449 active registered members (-9)<br/>           219 students (+18)<br/>           4 international (no change)<br/>           4 admin<br/> <b>676 total (+12)</b></p> <p>AW said 31 members have lapsed and 49 have renewals overdue which she is unsure how best to manage. The previously mentioned technical issues need to be sorted first. HG said she is keen for us to convert members to stay on and that this will line up with our future plans for developing member engagement and benefits, and NT asked to be kept in the loop with cancelled members, so she can ensure they remove AfSFH branding from their marketing materials in line with ASA guidelines and our Membership Agreement policy.</p> | <p><b>AW</b></p>                        |
| <b>192.8</b> | <p><b>(7) Finance Update</b><br/> <u>Funds in Bank:</u><br/>           01-Nov-18: £37,953<br/>           14-Feb-19: £42,882<br/>           Surplus for the financial year to date 2018/19: £4,929<br/>           PayPal fees 1<sup>st</sup> quarter (Nov-Jan): £270.64</p> <p>Getting HG's debit card is on-going, and ST said the accounting for the last financial year is now well underway.</p>  |   |
| <b>192.9</b> | <p><b>(8) Marketing Update</b><br/>           In AM's absence, HG advised the team that the plan for general marketing of the AfSFH is underway. In terms of increasing public awareness, new PEST/SWOT analyses are to be completed along with</p>  |   |

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|               | <p>PR streaming. For member awareness, work is ongoing for exploring a marketing resource kit with downloadable leaflets/posters etc. for event promotion, inspiration and support.</p> <p>The next step is to solidify our core brand messages and then decide how we promote these to different audiences (members/public/organisations). AM is keen to also enhance members' experience with extra web content. TE will provide digital advice, NT will provide info on Standards and ST to look at self-help/care options.</p> <p>HG advised that NG is planning to attend a meeting day with CNHC and recommended bodies, and overall our first priority is always making sure our members are happy, whilst we work on developing out relationships with other professional bodies.</p>       | <p><b>AM</b></p> <p><b>TE/NT/ST</b></p> |
| <b>192.10</b> | <p><b>(9) Standards Update</b><br/>NT has created a new page on the website with ASA information and guidelines. DBS information is still in progress and HG confirmed the need to expand it further, asking TE if he had anything historically he could send to NT. AW highlighted that in Scotland it needs to get done via an umbrella organisation that members can't access, so NT to look into whether NCH do it for their Scottish members.</p> <p>NT added that Safeguarding information from last time is also underway and she is meeting an Education Welfare Officer in school this week. HG said she would eventually like to see a Supervisors' Handbook created.</p> <p>NT concluded by saying members are starting to contact her more, so her role is being better recognised.</p> | <p><b>TE/NT</b></p> <p><b>NT</b></p>    |
| <b>192.11</b> | <p><b>(10) Dropbox to be Discontinued</b><br/>As discussed in point 192.3 above</p>   |   |
| <b>192.12</b> | <p><b>(11) Time Management Using Toggl</b><br/>ST explained the app Toggl for use when clocking the time we spend working on various things for the Association. She highlighted how much easier it is to use as you work, rather than trying to log our activities on a spreadsheet and remember accurately what you've done. She also explained how it gives you regular reports. This was well received, and the Exec will take a look and try using Toggl and feedback their experience.</p>  | <p><b>ALL</b></p>                       |
| <b>192.13</b> | <p><b>(12) Members' Feedback re PayPal</b><br/>As discussed in point 192.2 above</p>  |   |
| <b>192.14</b> | <p><b>(13) Common Confusions with New Renewals Process</b><br/>As discussed in point 192.2 above</p>  |   |
| <b>192.15</b> | <p><b>(14) Audit Campaign</b><br/>NT aims to set up a systematic sampling method to check 10% of members are meeting standards for CPD/Supervision each year. She</p>   |   |

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|                      | <p>asked when the Exec felt we should do the check. HG looked at how we did it originally, simply selecting members at random and applying the date pro-rata to when they joined, and ST added it shouldn't be done for those who have been members for less than 6 months. For all other members, NT should look at the previous 12 months' of membership, regardless of when they joined.</p> <p>HG suggested using Google's Random Number Generator (RNG) to select members as this is fair and efficient, and ST asked how the number would relate to members as they don't have numbers in the database and NT will look into this. TE suggested NT try to look at 5 members each month so by the end of the calendar year we've looked at 40 members and NT can spread the workload. HG added to only sample active members (the ones clients can see on the database). HG suggested exporting the active member list from WA, and then using the RNG to select from the spreadsheet list. NT will create a standard email and the Exec agreed to start to check members as soon as possible. NT to work with AW/AM to generate active member sample list.</p> <p>AW asked how much CPD time can be logged for reading books that are relevant to our practice. HG said it is difficult to specify this and said it would be better to read a book or have a conversation that helps your practice, then to discuss with your supervisor to show and log your learning, otherwise it's impossible to verify. ST suggested members could write a book review to claim CPD time, as this is what she needs to do to verify continued learning in her HypnoBirthing work – this could then be submitted to the AfSFH or even featured in Hypnotherapy Today. AW asked for there to be a bit of flexibility for those members in the regions who haven't got local access to CPD events, such as logging Supervision as CPD when specific things have been learned to develop the member. HG added that the updated AfSFH CPD and Supervision logs on the website include a section to record what has been learned and how it will impact practice ('reflect' on learning).</p> | <p style="text-align: center;"><b>NT</b></p> <p style="text-align: center;"><b>NT/AW/AM</b></p> |
| <p><b>192.16</b></p> | <p><b>(15) Members' Event</b></p> <p>TE sent out the members' survey in the newsletter and we will wait to analyze the results, which can be then published in the next edition of Hypnotherapy Today.</p> <p>HG preferred not to have a regular conference set up like the NCH, where you only have the choice to listen to 3 or 4 talks sequentially; she would prefer to have a few hour-long workshops run concurrently in the morning and afternoon, so that members can choose to visit and engage with a wider variety of topics that interest them in addition to having main speaker talks to present to the whole audience. Among several options, HG suggested David Hamilton would be a great key speaker if we can get him - HG to investigate options and possibilities. HG would also like include a Prize Draw at the event and supply goody bags too – options to be investigated.</p> <p>TE suggested having an 'exhibition' space for any authors/members who wish to host a stand and HG was happy with this, provided it was a small</p>  | <p style="text-align: center;"><b>HG</b></p>  |

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|  | <p>number of stands. TE also suggested having at least 4 banners created, one for each room depending on the venue and to book a photographer for the day. NT suggested her sister and HG also knows a videographer, both to look into their availability and cost.</p> <p>ST asked for a budget to be set relatively soon, as it would be very easy to keep adding things in and the costs to escalate. HG would like he AfSFH to partly subsidize the cost of tickets, so members don't have to pay too much, such as £100+ the NCH and others charge. We expect to have around 100 members attend and HG will look into appropriate venues soon. ST recommended we have contingency for a few more members, in case there is bigger interest in attending, but will depend on venues available. AW asked if travel and hotel costs would be covered for Exec members and HG agreed. The AfSFH will also cover the ticket costs for anyone presenting on the day. HG to work on costings.</p> <p>As for the date, TE suggested we host it on a Saturday, although many venues will have weddings. AW said CPHT get good rates with Jurys Inns across the UK. HG has saved a document on SharePoint with initial ideas and welcomes the rest of the Exec to comment on Teams chat with any further feedback or ideas. NT suggested we run a workshop on self-care for therapists and this was well received, but we will wait for the results from the survey to see what people are interested in. HG asked if we should schedule some dedicated 'Meet the Execs' time e.g. during a lunchbreak so that members can ask us specific questions, but ST/TE felt this wouldn't be necessary. HG to explore further options (perhaps other ways to distinguish Execs so that members can approach us with any queries direct), and to start planning the schedule for the day once the survey results are in.</p> <p>HG will look at dates and get back to the Exec – ST/TE suggested late November/early December would be best to avoid wedding rush. HG also asked everyone to chip in their ideas for speakers, topics to cover and goody bag contents as soon as possible. Further details to be discussed at the next Exec meeting.</p> | <p><b>NT/HG</b></p> <p><br/><br/><br/><br/><br/><br/><br/></p> <p><b>HG</b></p> <p><br/><br/><br/><br/><br/><br/><br/></p> <p><b>ALL</b></p> <p><br/><br/><br/><br/><br/><br/><br/></p> <p><b>HG</b></p> <p><br/><br/><br/><br/><br/><br/><br/></p> <p><b>HG</b></p> |
|  | <p><b>Time and date of next meetings</b></p> <p><b>AGM</b><br/> Sunday, 12<sup>th</sup> May 2019<br/> CPHT, Bristol 10am-11am</p> <p><b>Executive Meeting</b><br/> Sunday, 12<sup>th</sup> May 2019<br/> CPHT, Bristol 11am-1pm</p>   |  |