

AfSFH Committee Meeting Minutes

17th November 2019, 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
Sacha Taylor (ST), Head of Finance (took minutes)

Agenda:

Follow up from last meeting:

- (1) EventBrite event ticket sales overview (195.11, 198.1) - ST/TE
- (2) Paper advertising opportunities (AGM.2, 198.2) - ST/AM
- (3) Facebook feed scheduling posts (AGM.7, 198.3) - AM/TE
- (4) Supervisors' Handbook Update (198.4) – NT/HG
- (5) Membership FAQs for website (198.7) - AW

Rolling Agenda Items:

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

Items Arising This Time:

- (13) Member Event planning – HG/ALL
- (14) Provisional plans for 2020 – HG/ALL

No.	Minute	Action
	Apologies Nicola Taylor (NT), Head of Standards	accepted
1911.1	(1) EventBrite event ticket sales overview To date we have sold 91 tickets, so we have met the minimum requirement for the venue. A discussion took place about refunds as some requests have been made. It was agreed to refund those that come forward for legitimate reasons and members are fine to find replacement members for their place, provided they update us so we have the correct list of attendees on the day. HG added all merchandise has now arrived and is ready to put together.	
1911.2	(2) Paper advertising opportunities The Exec postponed this discussion until the next meeting	
1911.3	(3) Facebook feed scheduling posts The Exec postponed this discussion until the next meeting	

AfSFH Committee Meeting Minutes

17th November 2019, 10.00am – 13.00pm – Online via Zoom

1911.4	<p>(4) Supervisors' Handbook Update NT/HG are still working on it and expect it to be ready in the new year. HG said they plan to send an overview to Supervisors to check they are happy before we publish it.</p>	HG/NT
1911.5	<p>(5) Membership FAQs for website AW highlighted the repeated queries she receives that she would like to go into an FAQ webpage:</p> <p style="padding-left: 40px;">How do I upgrade? I can't logon I think I've overpaid I don't like PayPal Autorenew isn't working</p> <p>AW will collate them all and send to AM to create the page. AW explained concerns about the autorenewal process and AM explained it's too early to check how autorenewals are working as it hasn't been a year since it was set up. AM suggested the process gets added to the social media drip-feed campaign and ST wondered if arranging a screen-share with a member using autorenewal would be helpful to see how the members experience the process. HG suggested we instead set up a test profile. AM will check and reword the member page explanation as necessary.</p>	AW AM
1911.6	<p>(6) Communications to Supervisors The Supervisors' group meeting on 28th October was lots of fun with 10 attendees. TE got lots out of it. The next newsletter will go out in a week.</p>	HG
1911.7	<p>(7) Journal Update & Assistance required HG shared her idea to do a 'meet the supervisor' slot in future editions of HT, looking at 2 Supervisors per edition and she will put a call out to Supervisors to get engagement. ST asked about the 'meet the member' idea the team had discussed at the last meeting and HG said this is covered in articles members contribute.</p> <p>HG said the next edition is almost ready and will feature much-anticipated CORP results, as well as a 2-page feature on the event and she hopes the journal will go out before Christmas.</p>	
1911.8	<p>(8) IT & Social Media Update <u>We currently have:</u> 330 members on our Facebook group 930 likes on our FB page 439 we follow on Twitter 765 following us</p> <p>TE asked if we have the ability to see which members are under each AfSFH Supervisor. ST said it can be done using the search facility on Wild Apricot, and HG highlighted it's data sensitive, so okay for a</p>	

AfSFH Committee Meeting Minutes

17th November 2019, 10.00am – 13.00pm – Online via Zoom

	<p>Supervisor to see a list of their Supervisees, but not to be made public. AM wondered if we could run it as a regular report as it isn't being kept updated by members. HG said she would put it in the next newsletter and ST added it could also go in the Supervisors' newsletter.</p> <p>AW asked for a reminder to go into the next newsletter, saying members will be removed from FB if their membership lapses.</p> <p>TE then asked whether it would be useful to add additional fields so members could name all supervisors they see if it's more than one. HG prefers all members to consider one Supervisor as their main one, so we will keep the field as it is.</p> <p>HG asked if we could message members via Facebook Messenger if they are about to lapse, in order to warn/advise them that they will be removed before we action it, in case they wish to renew and missed the emails. AW was happy to do this, but not from her personal FB account. AM said we could create a FB profile for this purpose that then joins the FB group and can message other members. HG will investigate first if it's possible to message from the public AfSFH page. AM/ST said if a new profile is to be created, it could be called 'AfSFH Team', but ST added we could also try contacting them via other means, such as through their website contact page, in case direct emails have ended up in junk folder.</p> <p>HG concluded by saying we will highlight it on the website and add to newsletters and AW can also add wording to the emails that go out. HG/TE will look into ways of messaging anonymously or as a generic Exec member.</p>	<p>HG</p> <p>HG</p> <p>HG</p> <p>HG/AW/TE</p>
<p>1911.9</p>	<p>(9) Membership Update <u>We currently have:</u> 472 registered members (incl international) 147 students 4 admin 623 total</p> <p>1 Associate member to come</p> <p>AW would like to sit with HG/NT to look for standard information to go to members who did not train at CPHT and to tighten the process, ensuring consistency with CPHT applicants, as we now have 3 members in this category.</p> <p>HG clarified that we cannot insist that non-CPHT members have SFH Supervision, but their supervision should be Hypnotherapy-based specifically, but ST felt this wasn't necessarily something we could insist on either, as supervisors can be counselling-based. HG agreed to update the wording to say 'talking therapy' supervision required to avoid a non-CPHT member practicing hypnotherapy but only having supervision for Reiki or other non-talking therapies, but we can park this</p>	<p>AW/HG/NT</p> <p>HG</p>

AfSFH Committee Meeting Minutes

17th November 2019, 10.00am – 13.00pm – Online via Zoom

	for now and see how many more non-CPHT members we recruit going forward.	
1911.10	<p>(10) Finance Update <u>Funds in Bank:</u> 01-Nov-18: £37,953 31-Oct-19: £42,980 Surplus for the financial year to date 2018/19: £4,954</p> <p>ST advised that the financial year has ended on 31st October so she will be working on the accounts to get them filed well ahead of the July 2020 deadline and the AGM planned for May. HG advised we should be receiving a refund for £600 for an unfulfilled bottle order for the event, hopefully within the next 30 days. ST said event financing was also to be done, and HG expects the AfSFH will be spending approximately £3500 to subsidise the event once ticket sales complete.</p>	ST
1911.11	<p>(11) Marketing Update AM said there is a nice framework in place now for both public and members. His current main focus is on the event and the talks he'll be giving with Debbie. In 2020, AW plans to do more with public, members and students, as we have a good 'tone of voice' now, being friendly, open and appealing. HG added some further works still needs to be done to update our website with these recent message developments. AM added that will lead to good content to share on social media too.</p>	AM
1911.12	<p>(12) Standards Update In NT's absence, HG advised that NT has now completed 40 audits (from Apr-Nov) of which:</p> <p>25 completed without issue 6 were given extensions and diaried for follow up 5 cancelled their membership 3 are ongoing 1 was a student contacted in error</p> <p>3 members have contributed to a journal article about audits and, due to other commitments now, NT will resume audits again in February 2020.</p> <p>There are 2 standards enquiries underway and resolved.</p> <p>HG/NT have updated the Code of Conduct and also Guidelines for Working Online have been created and published.</p> <p>HG highlighted that, when handling complaints, there is currently no process for accessing information under the Freedom of Information Act, so TE/NT/HG to look into this in the new year.</p>	TE/NT/HG

AfSFH Committee Meeting Minutes

17th November 2019, 10.00am – 13.00pm – Online via Zoom

1911.13	<p>(13) Member Event Planning The venue for the event has been very helpful and we have catered for a total of 92 members (incl 2 vegan and 1 GF) and payment will be due this week.</p> <p>HG will be staying at the venue the night before with her husband to make up the bags/prepare the rooms well in advance, so all that will be needed on the morning is setting up in the foyer. On the day, there will be 3 rooms side by side, and we need to ensure at least one Exec member is in each room for every talk as HG will be staying in the main room. Exec team to organize room cover among themselves.</p> <p>During lunchtime, books will be for sale by the speakers in the main room – this should be left locked for the first half of lunch and TE will oversee this. AW/ST to man the registration table from 9am and stay there until HG has finished her introductions to catch any late arrivals.</p> <p>ST suggested HG should hire a van for a couple of hours to deliver everything to the venue to avoid multiple car journeys.</p> <p>HG invited the rest of the Exec to stay behind for a drink after the event is finished to celebrate the collective achievement.</p>	<p>HG</p> <p>ALL</p> <p>TE AW/ST</p>
1911.14	<p>(14) Provisional Plans for 2020 The 1st of December marks 18 months since HG took over as CEO. 2020 AGM has been booked and HG intends to attend 1 or 2 exhibition events in healthcare to promote AfSFH to a wider audience. HG will continue working on the website and getting online tutorial videos too. AW asked if we would be doing an introduction video for CPHT schools and HG confirmed this was planned, either as a video or, if possible, face to face or via Zoom. HG also wants to get leaflets produced for public events and will look to recruit to the Exec team in 2020 a new Journal Editor and someone with a PR-specific function. AM supported this as it is important for us to grow our external profile. ST asked whether we could plan to increase our face-to-face Exec meetings in 2020, given the importance of us working well as a team and not being distracted by home pressures when we meet via Zoom. HG was happy to look into this, and it was acknowledged AW will have the greatest challenge in terms of the time needed to travel down to meet in person, so 'Zooming' her in may be an option. HG would also like to explore the possibility of organizing an Exec away day during 2020 where we can meet and engage. She asked the Exec to send her any ideas for venue/activity for such a day.</p>	<p>HG/ALL</p> <p>HG</p> <p>ALL</p>
	<p>Time and date of next meeting <i>Executive Meeting</i> 26 January 2020 Online via Zoom 10am-1pm</p>	