

## AfSFH Committee Meeting Minutes

**24<sup>th</sup> April 2020, 10.00am – 13.00pm – Online via Zoom**

**Present:** Helen Green (HG), CEO & Journal Editor (took minutes)  
 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, attended first 90mins)

*Follow up from last meeting:*

- (1) Paper advertising opportunities (AGM.2, 201.1) - ST/AM
- (2) Facebook feed scheduling posts (AGM.7, 201.2) - AM/TE
- (3) Supervisors' Handbook Update (198.4, 1911.4, 201.3) – NT/HG
- (4) Membership FAQs for website (198.7, 1911.5 201.4) - AW
- (5) Messaging members on behalf of Exec (1911.8, 201.5) – HG/TE
- (6) Freedom of Information Act process (1911.12, 201.6) – 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) COVID-19 updates to members – HG/ALL
- (15) Away Day plans & SWOT feedback – HG/ALL
- (16) AGM voting and report plans – HG/ALL
- (17) AOB – PR speaking opportunities – HG/ALL

No.	Minute	Action
<b>204.1</b>	<b>(1) Paper advertising opportunities</b> HG explained the member survey indicated most members felt digital advertising was the way forward and said paper advertising would be a lower priority. ST/AM to explore opportunities moving forward	<b>ST/AM</b>
<b>204.2</b>	<b>(2) Facebook feed scheduling posts</b> Canva subscription has been created and TE has been uploading his creations with a positive response. Scheduling will be done in due course. HG asked if we can schedule posts on Instagram as well but TE said that would require external software. AM suggested Hootsuite, that TE uses as well, so he will investigate options with them first and TE will create the schedule to include motivational quotes and special dates. He will start adhoc and build the schedule up from there to see what gets more engagement. HG offered TE a catalogue of motivational quotes and TE asked her to send him her top 5 for now.	<b>TE</b>  <b>TE</b>  <b>HG</b>

## AfSFH Committee Meeting Minutes

24<sup>th</sup> April 2020, 10.00am – 13.00pm – Online via Zoom

204.3	<p><b>(3) Supervisors' Handbook Update</b>  NT will continue working on this as she needs time to populate the remaining sections with a list of areas/topics still to cover (as safeguarding and CORP already done)</p>	NT/HG
204.4	<p><b>(4) Membership FAQs for website</b>  Membership FAQs are now live on the website, thanks to AM/AW.</p>	
204.5	<p><b>(5) Messaging members on behalf of Exec</b>  Messaging as AfSFH is now working on FB. AW/HG reminded everyone to be careful when posting to ensure you choose yourself of AfSFH, depending on the post.</p>	ALL
204.6	<p><b>(6) Freedom of Information Act process</b>  Carried forward to the next meeting. TE said the ICO website has a nice flow chart that may be useful.</p>	NT/TE/HG
204.7	<p><b>(7) Communications to Supervisors</b>  TE will propose dates for the next Supervisor Group Meeting via Zoom in early May in the Supervisor FB group. HG will also mention it in the next Supervisor newsletter to go out in the next 2 weeks. Some members have successfully completed the Supervisor training and will need to notify the AfSFH so that their online profiles can be updated. HG will also send out congratulations in the next Member Newsletter.</p>	TE HG
204.8	<p><b>(8) Journal Update &amp; Assistance required</b>  The latest journal edition is only in digital form on the website due to COVID-19, but hopefully people have seen it. A reminder will go in the next Member Newsletter. For the Summer edition due in August, HG suggests it has a phoenix theme i.e how we can emerge from COVID-19 to grow our businesses and build awareness. HG asked AM to create article ideas around this. As it will be summertime, HG asked TE to produce an article on insomnia for the next edition. Copy for the next edition will be needed by end of July. HG also said that she intends to recruit an additional Exec member towards the end of the year to take over the journal or to combine this with a PR/Content comms role to be discussed in due course with ideas from AM. HG would like to complete the final edition of 2020 – to have then produced 10 editions. It is likely that we will outsource the packaging and mailing of the journal by the end of the year as membership continues to grow. To be reviewed during the year.</p>	AM TE
204.9	<p><b>(9) IT &amp; Social Media Update</b>  <u>We currently have:</u>  330 members on our Facebook group  1006 likes on our FB page  440 we follow on Twitter  785 following us  30 we follow on our new Instagram account  34 following us (HG will highlight our Instagram page in the newsletter)</p>	HG

## AfSFH Committee Meeting Minutes

**24<sup>th</sup> April 2020, 10.00am – 13.00pm – Online via Zoom**

	<p>TE showed the group some designs for created posts for our social media pages. They will be further designed using Canva – HG suggested having the logo and AfSFH strapline shown as a bottom white strip on each post to standardise things and ensure the logo looks good. As mentioned in point 204.2 above, TE to create further posts and explained they would rotate.</p> <p>TE also showed the group some ‘proof of concept’ video tutorials, created using various tools to on the AfSFH YouTube channel, that will then be put on the AfSFH website. The best video was made using a combination of Freecam8 and then edited using MS Video Editor (both free to use). It was agreed that a list of ‘tutorials/functions’ for both members and the public would be created. TE and AM to produce a list and to work together on scripting the content of the tutorials. TE/AM to then create some branded starting slides (for the start of each video) so they can be created.</p>	<p style="text-align: center;"><b>TE</b></p> <p style="text-align: center;"><b>TE/AM</b></p>
<p><b>204.10</b></p>	<p><b>(10) Membership Update</b>  <u>We currently have:</u>            486 registered members (incl international)            178 students            4 admin  <b>668 total</b></p> <p>There are 19 members due for renewal and 39 students due to renew/upgrade.</p> <p>AW raised an issue that if people upload certificates directly into WA, the small resolution makes it difficult to read the content. AM looked at this during the meeting and proposed that images of certificates be saved as files instead, which allows better resolution than picture files.</p> <p>AW had a member query asking if multiple qualification certificates could be uploaded into member profiles. AW had already said that we are a directory – with the aim being to direct the public to members’ own websites where they can discuss their qualifications and backgrounds in detail. HG also pointed out that too many files in profiles could potentially impact loading time of the directory listings so should remain streamlined!</p> <p>AW also discussed checking of insurance details for members. Although having appropriate insurance is entirely the responsibility of each member (as stated in our Membership Agreement and Code of Conduct policies), AW noted that we do check at more frequent junctures than other organisations, including when students upgrade, if members apply to the CNHC, and also upon becoming a supervisor.</p>	<p style="text-align: center;"><b>AW</b></p>
<p><b>204.11</b></p>	<p><b>(11) Finance Update</b>  <u>Funds in Bank:</u>            01-Nov-19: £42,984            25-Jan-20: £46,839</p>	

## AfSFH Committee Meeting Minutes

**24<sup>th</sup> April 2020, 10.00am – 13.00pm – Online via Zoom**

	<p>Surplus for the financial year to date 2019/20: £3,855</p> <p>ST had completed the accounts in preparation for the AGM and explained how the accounting with Companies House has changed to a less detailed view. It was agreed this new view was adequate when reporting our finances moving forward. The team also discussed how this year's income compared to the previous financial year is not a clear comparison as the previous year's income was inflated by improvements in our processes where we collected a significant amount of uncollected membership fee revenue.</p> <p>ST also explained she will be more vigilant in chasing invoices from the team each month to make tracking of the accounts easier moving forward.</p> <p>Lastly, ST had noticed a small number of members still paying £5 monthly standing orders on the bank statement and AW will have a look and follow up as necessary.</p>	<p><b>ST/ALL</b></p> <p><b>AW</b></p>
<p><b>204.12</b></p>	<p><b>(12) Marketing Update</b></p> <p>AM discussed plans so far for video content for the training schools – both for students in month 3 (what the AfSFH is, how to join etc) and for month 10 (benefits of upgrading and further resources). AM agreed to finalise the key content by mid-May. This will then be used to create a storyboard (HG/ALL), which will enable ST &amp; NT to work on the video scripts by Aug/Sept. AW suggested it could then be trialed at CPHT Scotland with Alex Brounger (as a recording or PPT), helping to provide us with feedback to tailor the content as needed.</p>	<p><b>AM</b></p> <p><b>HG/ALL</b></p> <p><b>ST/NT</b></p>
<p><b>204.13</b></p>	<p><b>(13) Standards Update</b></p> <p>NT confirmed the full audit cycle shows 86% compliance across 50 members selected. Some 14% selected (7 members) left the AfSFH on being approached to provide information about professional development activities. All the data are provided in the AGM report. NT will notify AW of those members who choose to leave upon being selected for audit, so that they are requested to provide such information before they can rejoin. NT also noted how pleased she was that people found the audit process to be helpful and supportive, and noted that supervisors are also being very helpful and more forthcoming about providing information required.</p> <p>NT also added that when she receives general enquiries from supervisors/CPHT, she is documenting the structure of what happens so there is a historic trail, keeping track.</p>	<p><b>NT</b></p>
<p><b>204.14</b></p>	<p><b>(14) COVID-19 updates to members</b></p> <p>HG has had a couple of messages from members saying our notices were reassuring and helpful. Moving forward, the next announcements will be in line with the forthcoming AGM. HG added the UK Government website has a helpful flowchart to see what financial support is available to members. AW highlighted that Scotland may have a different</p>	<p><b>HG</b></p>

## AfSFH Committee Meeting Minutes

**24<sup>th</sup> April 2020, 10.00am – 13.00pm – Online via Zoom**

	<p>approach, so we should be aware and include regional differences for our members.</p>	
<b>204.15</b>	<p><b>(15) Away day plans and SWOT feedback</b>            Nicola Griffiths sent a thank you to the team for their hard work at the Away Day. HG asked the team to have a look at the SWOT analysis and let her know if anything is missing. NG had already suggested adding FB as an opportunity. HG is keen to use our SWOT analysis to shape the Exec Team's decisions moving forward. AM felt it was very thorough.</p> <p>HG then said we had already covered a lot of the plans made on the day, but we still have work to do, tacking high priority actions in due course and with different deadlines due to coronavirus restrictions. The videographer HG recommended may not be available once work can be resumed. AW said that she and Alex Brounger would be very happy to trial any script for the student videos (on PowerPoint if possible) with their next group in November, so ST/NT to work towards having the script ready by October.</p> <p>AM is working on the content plan for 4 videos – 2 for students (1 for joining, 1 for upgrading to full membership), ensuring they understand the benefits available to them and why it's worth joining. The key learning points from the videos should be:</p> <ul style="list-style-type: none"> <li>• Why the AfSFH exists</li> <li>• The difference between CPHT &amp; AfSFH</li> <li>• Benefits and resources available</li> <li>• How to join</li> </ul> <p>AM also suggested highlighting some of the challenges new graduates can experience when setting up their business in the context of how the AfSFH can support them to make it easier and overcome any hurdles. AW asked him to ensure it is presented in a positive, SF way, so as not to worry the students unnecessarily. AM will also explore educational development and talk about the Exec Team. NT said we could also emphasize how we all work in a SF way and AW added we could include content from each team member as appropriate.</p>	<p><b>ALL</b></p> <p><b>ST/NT</b></p> <p><b>AM</b></p> <p><b>AM</b></p>
<b>204.16</b>	<p><b>(16) AGM voting and report plans</b>            HG asked any Exec members to submit their sections for the AGM report by the end of the day. The report will then be sent out to members, along with the voting options. The AGM will be via Zoom on May 17<sup>th</sup>.</p>	<b>ALL</b>
<b>204.17</b>	<p><b>(17) AOB – Relaxation Classes offered to the public by members</b>            The Exec Team had a discussion about members offering relaxation classes online during the pandemic. HG will put a note in the next newsletter for these members to make it explicitly clear to participants that these sessions do not constitute hypnotherapy. AM added the importance of ensuring they aren't referred to as mindfulness or meditation either. There was further discussion about highlighting the difference between hypnosis/hypnotherapy/mindfulness/meditation to protect the definition of SFH, so in order to help members to clarify these</p>	<b>HG</b>

## AfSFH Committee Meeting Minutes

**24<sup>th</sup> April 2020, 10.00am – 13.00pm – Online via Zoom**

	<p>things TE will update the Wiki with a clear description of each. Whatever strategies someone uses/advertises, they must be appropriately trained in their use. All these items will be mentioned by HG in the next newsletter.</p> <p>There had also been some recent feedback from members that other training schools are confusing attendees to CPDs. HG acknowledged there had been an explosion in training/CPD options in recent times, so it would help to encourage members to be vigilant when signing up and paying for these if not verified or recommended. AM said this is a tricky area as our members are self-employed and autonomous in choosing their CPD. ST suggested we could refer to it more as 'best practice' – we don't want to tell members where to go for CPD but encouraging them to choose carefully to avoid being disappointed or left short-changed.</p>	<p><b>TE/HG</b></p> <p><b>HG</b></p>
<p><b>204.18</b></p>	<p><b>(18) AOB – PR opportunities</b>  The AfSFH has been asked whether we might be able to take part in national/local radio programmes, especially at such times where people are struggling. The Exec concluded it may be difficult for us to be able to resource such requests as there are only 6 of us. However, we are keen to look at these kinds of PR activities further in future. HG suggested that we compile a Press Pack – a list of topics we may be asked to discuss/things we would comment on. This would mean that each spokesperson had consistent content to discuss in the future. HG offered to create an initial list, and then all the Exec can populate the details as agreed.</p>	<p><b>HG</b></p>
<p><b>Time and date of next meeting</b>  <i>AGM</i>  17<sup>th</sup> May 2020, 10am-11am  Online via Zoom</p>		