

AfSFH Committee Meeting Minutes

22nd July 2018, 10.00am – 13.00pm - Location: Online via Zoom

Present: Helen Green (HG), CEO & Journal Editor
Trevor Eddolls (TE), Head of IT & Social Media
Nicola Taylor (NT), Head of Standards
Andrew Major (AM), Head of Marketing
Sacha Taylor (ST), Head of Finance (took minutes)

Agenda:

Follow up from last meeting:

- (1) Supervision requirements (184.3) – HG/NT
- (2) Advertising CPDs on Facebook (184.16, 185.15) – HG
- (3) Membership Levels update (185.15) – NT
- (4) Update on new website (184.7, 185.4) – HG/AW

Rolling Agenda Items:

- (5) Communications to Supervisors - ST
- (6) Volunteer for Newsletter this month - ALL
- (7) Journal Update & Assistance required - HG
- (8) IT Update – TE
- (9) Membership Update – AW/AM
- (10) Finance Update – ST
- (11) Marketing Update – AM

Items Arising This Time:

- (12) List of Member Benefits – HG/AM
- (13) WA Implementation Plan – AM/AW
- (14) Zoom 'AfSFH Supervisors Discussion Group' as AfSFH perk – HG/TE
- (15) Proposals for Disaster recovery/Business continuity plan – HG
- (16) Facebook monitoring – protocol to be agreed – ST
- (17) DBS checks – final AfSFH position to be agreed – ALL

No.	Minute	Action
187.1	Apologies for Absence Anne Wyatt (AW), Head of Membership	Accepted
187.2	Welcome to New Exec Members HG began by welcoming AW and AM to the team as the new Head of Membership and Head of Marketing respectively. As AW was unable to attend the meeting, HG asked AM to introduce himself. He thanked everyone for the warm welcome and explained his background in corporate marketing over 18 years (telecoms and energy industries). His strengths lie in brand management, CRM (where he worked as a consultancy and in the business too) and brand loyalty - which he can put to good use for the AfSFH. It was last year when he decided he wanted to work with people with anxiety and help with performance improvement too, so he started training in January 2018 with Debbie and Sharon. During his training, he was made redundant,	

AfSFH Committee Meeting Minutes

22nd July 2018, 10.00am – 13.00pm - Location: Online via Zoom

	<p>so he is now able to freelance and focus on his hypnotherapy business and is currently up to 15 clients a week.</p> <p>The rest of the team welcomed him.</p>	
187.3	<p>(1) Supervision requirements HG explained how we compare to other organisations, as some people felt our current requirements/guidelines for supervision are too high. NT highlighted that the CNHC require a total of 15hrs a year for CPD and Supervision collectively (10hrs of which must be related to your specific discipline) and commented that this relaxed requirement is most likely due to the variety of disciplines the CNHC covers. The NCH require members to 'give details of an established system of peer-support or supervision' – and supervision must be by a qualified supervisor for the first 3 years and 300 client hours, thereafter peer supervision is deemed adequate. The team agreed supervision with a Supervisor should be an ongoing requirement to ensure best practice and HG highlighted that she is keen for our requirements to stand out so we are seen as the 'gold standard' among other types of therapy.</p> <p>A discussion then took place considering how many hours a year we should set as the new requirement, so that there is no disadvantage to those that can only attend 1-1 supervision or those that attend longer group supervision sessions. NT also pondered how many of our AfSFH members are only with our organisation, as most are also registered with the CNHC, NCH etc. HG suggested a minimum of 8 hours per year for all members. ST suggested 12 hours per year for the initial 2 or 3 years after qualification to ensure members are well supported and can grow in confidence, but then dropping to 6 hours for the more experienced practitioners. Twelve hours was deemed too much as it needs to be an achievable goal as a minimum that all members can do. ST then suggested 6 hours, and HG said fine as a minimum, as we want members to show how professional they are, especially if we're going to be regulated. TE said we should match the CNHC as most AfSFH members also sign up with them. AM said it should be incentivising/motivating, so 'this is what you need to do as a minimum', then 'here are the benefits to you of doing more than the minimum'.</p> <p>The final consensus was reached and the Exec agreed to making the minimum requirement to accrue 6 hours of Supervision per year for all members, regardless of length of service. This would be actual hours of supervision, whether taken as hourly 1-1 sessions or 3-hour group sessions (ongoing contact with Supervisors are also included in this). Having a lower minimum requirement will also allow us to more effectively sample and benchmark members to increase public confidence.</p> <p>This change will be communicated in the next Newsletter.</p>	HG
187.4	<p>(2) Advertising CPDs on Facebook HG started by saying there has been some debate over the volume of CPD advertisements on the FB group recently and she has received a few complaints from several members, one saying it felt like 'spamming'</p>	

AfSFH Committee Meeting Minutes

22nd July 2018, 10.00am – 13.00pm - Location: Online via Zoom

<p>and others complaining because they don't use/want to use Facebook so they are excluded from knowing what is available as it's not currently communicated any other way. HG had already chatted to TE about how we can address this and proposed that, from the 1st August, we no longer permit members to post CPD events/workshops on the Facebook page but instead launch a lovely diary of events on the AfSFH website where those members offering CPD events can list their details. That way, ALL members will have full access to see what's on offer and can then contact the organiser directly to book, so the FB page doesn't get clogged up with so many posts/comments and everyone has a fair view. NT agreed and said it would be good to be able to see what gets loaded on the website and have a little more control than we do currently. TE asked if we are introducing controls, what might they be? HG clarified it saying that it needs to be simple and consistent (fair for all) with a simple table showing the type of event, date, and then the contact details of the organiser (no prices). Further to that, appearing on the page does not mean the AfSFH endorses any of the events posted, and this will be clearly stated. External events (i.e. not hosted by an AfSFH member) could also be included if it might also be of interest to our members, but the responsibility lies with members to verify the quality of what they host and what they attend, separately from the AfSFH. HG added we could also add relevant 'international day/week of XXX's so members have an easy reference to go to when they can then promote certain areas for their business.</p> <p>NT asked if we would still permit comments on the FB page about CPDs from those that attend them (e.g. "I went to this CPD and found it really good/would recommend") and HG agreed that was okay to continue doing – we encourage talk about professional development but must ensure advertising stays in a central location. We would also put reminders in newsletters and on the FB page whenever the events listing is updated.</p> <p>TE/HG will sort out wording and create a template that TE can then load on to the website. TE asked if they could include graphics and HG said no, as it will be an event listing and we don't want to complicate it (especially as things will change with the new website). ST said it would be like the listing CPHT does and then asked if those events should be listed on our page too. HG said yes and that they offer discounts to AfSFH members. HG asked the Exec if they felt we should just put a link to the CPHT page/other provider page or if we should list each single event that people advertise. TE said it should be by course and for CPHT, SR will need to be updated so she can send TE notifications when it changes. ST said it could be an issue if any organiser changed the schedule and didn't tell us, our info would be out of date, but TE said it would be fine as we are not responsible for the content other than loading it, it will be up to the organisers to keep us up to date and members will contact them directly about cost/availability in any case.</p> <p>HG said she will put it in the newsletter and on the FB page in due course while she and TE sort the website and a register form to get the</p>	<p style="text-align: center;">TE/HG</p> <p style="text-align: center;">HG</p>
---	--

AfSFH Committee Meeting Minutes

22nd July 2018, 10.00am – 13.00pm - Location: Online via Zoom

	ball rolling.	HG/TE
187.5	<p>(3) Membership Levels update</p> <p>NT began by asking the group if we should introduce a new membership level 'Fellow' for those members who have been in practice 10+ years and members of the AfSFH for at least 5 consecutive years. The Exec all agreed this would be a great idea. It was suggested we create an application form, but ST suggested members approach us directly to apply if they are interested. AM/NT agreed and HG said the applications would have to be approved by majority vote among the Exec. ST asked whether they would still have to pay £65 membership fee each year. HG felt it should be offered free for life, and TE added we would have the right to change this in future, if ever we got inundated!</p> <p>Discussion then began on the other membership levels. ST suggested removing letters after the name for Student members as their status is usually short-lived and all their marketing would then need updating, and this was agreed (they would still have access to the AfSFH Student logo). HG added 'Accredited' could be the name for the new level we are introducing and TE suggested the title of 'Senior' instead. There was some discussion over which title would be better, TE highlighting members of the public were unlikely to understand the difference between 'Registered' and 'Accredited', and ST wondered if it was more for members' benefit. As AW wasn't present, HG suggested she put it to the vote on the AfSFH Exec page by end of the 23rd July.</p> <p>TE then asked why 'International' membership wasn't included in the table for comparison and ST suggested membership requirements and benefits are the same as 'Registered', just that the member is not based in the UK, but TE remembered that DN had said it needs to be a different level because some countries have different requirements in terms of insurance etc., and ST confirmed he had said this at last year's AGM, so it was agreed to keep it as a separate membership level.</p> <p>ST then asked if 'Associate' membership was going to be used for those members taking a break from practice. HG asked that this be postponed for further discussion later as we are considering those cases individually at the moment and we needed to be conscious of time for the remaining agenda items.</p>	<p>NT/AW</p> <p>AW</p> <p>HG/ALL</p> <p>To be further discussed</p>
187.6	<p>(4) Update on new website</p> <p>HG updated everyone by saying the new website is in progress with AM/HG speaking with Angus. HG/AM are creating a landing page for the new website and AM has already created a site map. ST checked the sub-committee was still up to date with personnel changes and HG confirmed it was HG/AM/TE. TE then asked what the timescale was and HG said the hope is for launch around September/October, with AM adding the main challenge to meeting that timescale will be making changes to the database as smoothly as possible.</p>	

AfSFH Committee Meeting Minutes

22nd July 2018, 10.00am – 13.00pm - Location: Online via Zoom

187.7	<p>(5) Communications to Supervisors HG said there are two new research newsletters going out and two more available and she will add the update about DBS (see agenda item 17, point 187.19 below)</p>	HG
187.8	<p>(6) Volunteer for Newsletter this month HG asked NT to assist her for the next newsletter due out mid-August.</p>	HG/NT
187.9	<p>(7) Journal Update & Assistance to HG HG advised the team that there had been a bit of a delay with printers/designers, but delivery of the latest edition was expected imminently.</p> <p>The next edition will be due in November with a copy deadline around early October and the 'Meet the Member' section will be on NT. HG intends to include results from another members' survey and asked the Exec if they had any ideas on what the content might be. ST suggested CPD/Supervision but HG said that had already been covered. HG suggested website benefits and any other things members might like to see there. AM added there will be more structure to the website by then, so the survey could be used to check/validate what's been created. HG said the survey would need to go out by October but ST suggested we do it sooner. HG asked AM to take ownership of the survey and send it to TE for distribution. ST clarified if we should send AM any question suggestions and HG agreed.</p> <p>HG continued by inviting anyone to send in articles if they have any ideas. AM suggested we could cover the whole Exec Team in an article to help members identify us and show how we are driving things forward. HG agreed she felt sure many members don't realise how much work we are all doing behind the scenes and had considered doing a 'day in the life' article with that in mind. AM added each Exec member could be represented by an article in each journal and HG suggested he be the first to do it!</p>	<p>AM/TE ALL</p> <p>ALL</p> <p>AM</p>
187.10	<p>(8) IT Update <u>We currently have:</u> 351 members on closed FB group (+13 since April) 718 like our public FB page (+17) 423 we follow on Twitter (-2) 723 follow us on Twitter (+6)</p> <p>TE reported everything IT was business as usual.</p> <p>HG said she wants to see more of a strategy on social media in future and added it might tie in nicely with the 'international day/week of XXX' events throughout the year.</p>	
187.11	<p>(9) Membership Update AM explained how he and AW have been extremely busy with the handover from PH, and all the updates currently taking place within the</p>	

AfSFH Committee Meeting Minutes

22nd July 2018, 10.00am – 13.00pm - Location: Online via Zoom

	<p>database to improve processes. He added they had been working with the comments we provided based on their PowerPoint and see 3 key build phases and 3 key launch phases to come. An automated membership process is the main goal to minimise manual work for AW and they have a ‘kick-off’ meeting scheduled for the coming week to work out how everything will work with the new website. They will be checking in with TE and ST too to ensure IT and Finance are taken care of too.</p> <p>One of the hurdles is the process of issuing certificates to members as Wild Apricot currently doesn't allow an automated process for this, so AW has to manually input the members name, turn it into a PDF and email it to the member. AM suggested we could stop sending certificates and send Wild Apricot's business card template instead. ST said we shouldn't get rid of certificates as most members will keep this, some may have them on their walls, as ultimately, they are proof of membership. NT agreed and said many clinics ask to see physical certificates before renting rooms to therapists. HG added that the Wild Apricot business cards are currently available and can be used as email signatures too. There is a bolt-on we could buy to allow certificates to be issued, but price would be £50 a month (for 1000 certificates a year) which isn't cost effective at this point in time. HG would prefer certificates only be issued on request and AM was happy to trial it. ST highlighted that there aren't that many members that renew at one time (in a conversation with AW it was suggested we try to make a calendar of renewals to know in advance the peak times in the year), so keeping the process manual and issuing certificates automatically on renewal might not be too onerous. She added that it would actually be more time consuming for members if they don't get a certificate at renewal, but then 6 months later need to get one because a clinic is asking for it, but they can't remember where/how to access it and it becomes a more stressful process as a result. NT asked about embedding it on their profile, like the NCH do, and AM wasn't sure this would work in the software. HG suggested this needs more discussion/investigation and that all members will continue to have certificates sent for now, as well as the new business cards.</p>	<p style="text-align: center;">AW/AM/HG</p> <p style="text-align: center;">AM/AW</p>
<p>187.12</p>	<p>(10) Finance Update</p> <p><u>Funds in Bank:</u> 01-Nov-17: £25,651 20-Jul-18: £38,121 Surplus for the financial year to date 2017/18: £12,475 PayPal fees to date: £304.72</p> <p>ST updated the Exec that the filing of our accounts is still on track for the deadline at the end of the month and she is still waiting to clarify our position with HMRC. ST added that she is unable to update Companies House with Nicola Griffiths replacing DN until after the filing is complete, so this will happen in August.</p>	<p style="text-align: center;">ST</p>

AfSFH Committee Meeting Minutes

22nd July 2018, 10.00am – 13.00pm - Location: Online via Zoom

	<p>HG said she had discussed our financial situation with NG and suggested we open a holding account where money is stored separately to cover membership refunds if the Association were to cease operations as part of our legal obligations and ST agreed this would be a good idea. She will open a savings account to this effect and agree the holding amount to be transferred with HG in due course.</p>	ST
187.13	<p>(11) Marketing Update AM has spent the last few weeks making observations about how we market ourselves currently and he noted that a lot more could be done to improve the way we market the Association to students, so it's an opportunity he would like to build on. He also noted how great the Facebook group is, but feels it is too dominant, considering a large proportion of members don't use it. He has also noted the processes we have that are quite old-fashioned and not up to the standards of other similar Associations so the next steps will be identifying and developing our vision and values.</p> <p>AM intends to optimise what already exists, create a value proposition and brand values and really drill down into what the AfSFH stands for. He will bring innovation by developing content that can be promoted to members at each stage of their SF career, as well as improving public perception and awareness. Once the foundations are there, AM looks forward to growing us and taking the Association to a wider audience and he is interested in running workshops with members and students to help him build our value proposition.</p> <p>HG suggested future talks with NHS/NICE and other similar organisations down the line as part of our ongoing strategy and TE said this had been a similar goal for Sharon Dyke when she was on the Exec.</p>	
187.14	<p>(12) List of Members Benefits HG said she put together the list of members' benefits on dropbox on the back of all the information she had available and she is happy for the rest of the Exec team to add/ update it if we have other ideas and she would like us to review it over the next few weeks and let her and AM know if any changes made.</p> <p>She added we may want to add extra benefits for 'Accredited/Senior' and/or 'Fellow' membership levels.</p> <p>HG went on to ask what benefits there are to our Supervisor members specifically, as they have not really been defined as a group to date.</p> <p>TE asked if the document would be shared in the minutes and HG said not until it's completed, and NT added it could then go on membership renewal documents too. HG added that the FB group is designed to be purely part of the social arm of the Association, so to ensure all members get access to resources, from now on meeting minutes should only be loaded in the AfSFH website (with a simple note highlighting it in the FB group for anyone who wishes to take a look).</p>	ALL TE

AfSFH Committee Meeting Minutes

22nd July 2018, 10.00am – 13.00pm - Location: Online via Zoom

187.15	<p>(13) Wild Apricot Implementation Plan See point 187.6 above.</p>	
187.16	<p>(14) Zoom ‘AfSFH Supervisors Discussion Group’ as AfSFH perk HG began this item by highlighting that it was TE’s idea to use the Zoom account for Supervisor communication, and it prompted her to consider perhaps offering to do a free session 1-3 times a year for Supervisors to engage and be more involved with the Association and she asked TE to facilitate this. She added it would not be a replacement for Supervisor’s Supervision - AM suggested calling it a ‘Supervisors’ Forum’ and NT added it should be kept professional, including pre-publicising what topics are up for discussion so Supervisors can opt in. ST said we need to be really clear about what the goal/purpose is and HG said she wants to build a Supervisors’ Network, and the idea sprang from TE’s recent peer group invitation on the FB group. ST and TE both felt it should be peer Supervision we offer, and ST added it could be a discussion group, but HG was a bit reluctant, just pointing out that we need to be clear on how we present it. She suggested we send out a survey to Supervisors explaining we are looking to create a Supervisors’ Network/Committee. TE suggested instead we simply run one Zoom group and modify it based on the feedback we get from them directly. HG agreed – there are currently 41 Supervisors in the Association, so HG asked whether we offer it to a limited number based on first come, first served basis and see how it goes, suggesting a maximum of 10 for the first session. HG will send out a communication on this in the next Supervisor’s newsletter and will work with TE moving forward.</p>	<p style="text-align: center;">TE</p> <p style="text-align: center;">TE</p> <p style="text-align: center;">HG/TE</p>
187.17	<p>(15) Proposals for Disaster recovery/Business continuity plan TE was nominated by HG to look into this as it’s mainly related to IT areas. She suggested he create a business continuity matrix to define all we currently have, what we would need to support and which areas might affect members directly. HG is looking to devise a roles-based cover plan.</p>	<p style="text-align: center;">TE</p>
187.18	<p>(16) Facebook monitoring – protocol to be agreed The FB group is running well at the moment and ST raised this agenda item to ensure it is quicker/easier and more consistent for us, as Admins, to manage any posts that give too much client detail, rather than whoever sees it writing their own message to the member, so she is keen to have a standard bit of text written that any one of us could copy/paste and send to the members in future. HG said she would write it and put it on the Exec page for the rest of us to approve – we want to encourage lots of discussions, but it is vital that we protect client confidentiality.</p>	<p style="text-align: center;">HG/ALL</p>
187.19	<p>(17) DBS checks – final AfSFH position to be agreed HG explained she had recently been contacted by a member, asking if the Association could be named as ‘Verifier’ on their DBS application form. Currently, Course Leaders are named for students and HG wondered if Supervisors would be better than the Association as we often don’t know the member applying, so how can we verify them, but</p>	

AfSFH Committee Meeting Minutes

22nd July 2018, 10.00am – 13.00pm - Location: Online via Zoom

	<p>their Supervisor would be much better able. As a result, HG rang the government body helpline for advice and they highlighted that you cannot apply for an Enhanced DBS if you are self-employed. The person she spoke to also said members who put themselves as self-employed could use their Supervisor, on behalf of the AfSFH, as the Countersignatory (or be verified through the Post Office or local Council). But HG questioned whether we should be involved at all as other Associations don't get involved with members' DBS applications, and do not insist on it being a member requirement. HG added she felt there is no need we insist on members having a DBS – we can offer guidance to members if they feel it is applicable. It was also noted that the AfSFH have only been asked about 2 applications in 2.5 years.</p> <p>HG then suggested we put a page on the website saying there is a variety of ways to apply for DBS, and to direct them to the appropriate gov.uk webpage for assistance and the Exec all agreed this made sense. HG then listed action points as follows:</p> <ol style="list-style-type: none"> 1. Remove Heidi's guide from the FB page and website 2. Update the text on the website with the gov.uk link 3. Update application forms 4. Communicate the change to Supervisors 5. Add it to the next newsletter 	<p style="text-align: center;">TE TE/HG AM/AW HG HG</p>
<p>187.20</p>	<p>(18) AOB HG stated that all CNHC application forms get sent to Alison Jones at CPHT for processing. However, Alison has been doing this for the last 5 years but now wishes to stop, so HG has asked Alison to provide more details of the process currently involved so we can take this over. To be further discussed with AW once Alison clarifies the current process so we can try and create an online process moving forward. As for all the current paper applications, it was decided to keep them for now but once the new process is defined, the hope is we can shred them once processed, as data is then passed on to CNHC.</p>	<p style="text-align: center;">HG/AW</p>
<p>Time and date of next meeting <i>Executive Meeting</i> Sunday 30th September 2018 from 10.00am-1.00pm CPHT, Bristol</p>		