

AfSFH Committee Meeting Minutes

11th December 2022, 10.00am – 13.00pm – Online via Zoom

Present: Helen Green (HG), CEO
 Trevor Eddolls (TE), Head of IT & Social Media
 Claire Corbett (CC), Head of Membership
 Nicola Taylor (NT), Head of Standards
 Andrew Major (AM), Head of Marketing
 Sally Hare (SH), Head of Communications
 Sacha Taylor (ST), Head of Finance (took minutes)

Follow up from Last Time:

1. Meeting Quorum & Approval of last Meeting Minutes – ALL
2. Fellowship Awards/Certificates (223.14, 225.2, 2210.1) – ST
3. Renewal Process Review (227.5, 2210.3) – CC/AM/SH
4. Criminal Record Declarations Process (2210.12) – HG

Rolling Agenda Items:

5. Communications to Supervisors – HG
6. Journal Update and assistance required - SH
7. IT & Social Media Update – TE
8. Membership Update – CC
9. Finance Update – ST
10. Marketing Update – AM
11. Standards Update – NT

Items Arising this Time:

12. Life without Wild Apricot - TE/ALL
13. Alternatives to PayPal - CC/ALL
14. Health Insurance Providers - HG
15. AfSFH Remuneration Review - ALL
16. The Relationship Between AfSFH & Inspiraology - TE

No.	Minute	Action
	<p>Confirm Meeting is Quorum</p> <p>Apologies</p> <p>Minutes of the last meeting 9th October 2022</p>	<p>This meeting was quorate</p> <p>Approved</p>
2212.1	<p>(2) Fellowship Awards/Certificates</p> <p>ST updated the group that the certificates are printed, but there are issues getting the physical awards and she is working on this. HG asked TE to take a photo when he receives his certificate and award as it'll be nice to share on social media.</p>	<p>ST</p> <p>TE</p>
2212.2	<p>(3) Renewal Process Review</p> <p>CC is due to email SH & AM as she thinks it is an WA restriction issue. She will focus on messages in our emails rather than changing processes for now. CC has created a process flow and has identified the need to understand our messaging/call to action to diversify messages and better support the member experience. She also has identified</p>	<p>CC</p>

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	<p>some of the links are out of date and that the auto-renewal comms could be more seamless and supportive. AM highlighted how CC is sharing how to update your profile and why that's important. SH/AM/CC to regroup in the new year.</p> <p>NT then asked if, as part of the renewal process, members are asked to 're-agree' to the codes of practice. CC thinks it's already there but will check. NT then suggested adding the criminal record declaration to the list and HG agreed. This will suffice rather than trying to implement a tick-box in the WA workflow. CC added that if we update the letters, we can include links to the membership agreement and Code of Conduct.</p>	<p style="text-align: center;">SH/AM/CC</p> <p style="text-align: center;">CC</p>
<p>2212.3</p>	<p>(4) Criminal Record Declarations Process ST suggested having tick boxes on the front end before members could access the renewal process in WA. HG suggested having a text box at the top highlighting that, by renewing, you are agreeing to everything. NT said it would be good to make it more robust by providing a list of statements (eg do you have any convictions etc) and only if you select 'no' for each, can you get through to the declaration page. HG suggested for simplicity and speed, we start with the text box that states the member agrees by completing renewal. We can have more discussions and explore how we track compliance at future meetings. The team voted and agreed unanimously in favour to add a clear text box stating that members agree to CoC and that they have no previous/ongoing criminal convictions so AM/MAW to update the relevant Join/Renewal pages.</p>	<p style="text-align: center;">AM</p>
<p>2212.4</p>	<p>(5) Communications to Supervisors HG said the next Supervisors' newsletter will go out after the general members' newsletter and HG will include links to NT's documents. The next Supervisors' Networking meeting is scheduled for 31st January at 10am.</p>	
<p>2212.5</p>	<p>(6) Journal Update & Assistance required SH shared that the latest podcast with Loretta Bruening was a very interesting experience, TE adding that she was both good and unusual. She has been sharing the podcast on her channels too and has offered our members a discount for a course she is providing. The next guest is due to be Chris Irons from Balanced Minds and SH asked the team to send her any further ideas for guests.</p> <p>The Friday Comms Callouts are working well and SH asked the team to pass on any ideas for future ones.</p> <p>The latest journal went to the designer last week and SH will share the new design for the Supervisors' Listing with the team for approval. There will be articles on TE's firewalk, AM's experience of plagiarism, a metaphor of the brain as a computer, as well as Fellowship focus.</p> <p>Re Podcasts, HG suggested contacting Mind/Anxiety UK or looking at other similar organisations and ST also suggested SR or Stuart Taylor given their connection with training at CPHT. AM agreed this would be</p>	<p style="text-align: center;">ALL</p> <p style="text-align: center;">ALL</p>

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	<p>good to tie in with our ethos and help demystify why SFH works, and could be linked to Standards too. ST also suggested it could be other lecturers, such as Cathy Eland, whom TE has worked with before. TE/SH to explore and contact SR/ST.</p>	TE/SH
2212.6	<p>(7) IT & Social Media Update <u>We currently have:</u> 488 members on our Facebook group 1,797 likes on our FB page 453 we follow on Twitter 864 following us 496 we follow on Instagram 533 Instagram followers 117 followers on LinkedIn</p> <p>TE highlighted that we have seen a small drop in Twitter followers, but it could be bots and related to the recent changes at Twitter HQ. The Secret Santa posts on the FB group have been getting lots of likes and TE asked the team for more SF thoughts for future posts. HG suggested a post 'look after nature in winter'.</p> <p>TE has recently renewed our M365 accounts, as it is one year since we left Ionos. Everyone agreed that it's going well and HG asked everyone to manage their relevant folders.</p> <p>The '50 Things' list still not live, as TE is up to 43 things so far. ST suggested offering 43 things instead of 50, so that it's not delayed too much longer or things are only added for the sake of it. She highlighted it doesn't have to be a round number to be well received. TE will upload the list onto Teams for all to review. HG said we can put it in the Members' Dashboard online once complete and on our FB group in the new year – even if this is done in a drip-feed way i.e. individual posts about different things each time.</p> <p>The Metaphor page from the last meeting was then discussed, where SH had sent a list of old ones to TE. HG asked if we should add another page to the website for the Metaphor Catalogue, or whether it could be added to an existing page which would be simpler. The team agreed it should go on the 'Knowledge Resources' page and be added as a quick link to the welcome page too. AM/SH/TE to action.</p>	<p style="text-align: right;">ALL</p> <p style="text-align: right;">ALL</p> <p style="text-align: right;">TE</p> <p style="text-align: right;">TE</p> <p style="text-align: right;">AM/SH/TE</p>
2212.7	<p>(8) Membership Update <u>We currently have:</u> 734 registered members 224 student members 13 Associate members 3 International <u>4 admin</u> 978 in total</p> <p>CC raised the issue of insurance certificates again and HG said, as they are mandatory, perhaps we can redesign the comms to make it clear you</p>	

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	<p>must have your insurance certificate present to apply for membership. CC acknowledged this might help a few more members get the message. AM said there is a WA box to make things mandatory that we used to use, but because it created errors with phone users, we removed it. AM will add a text box saying ‘You must have your insurance certificate...’ to the relevant page.</p>	AM
2212.8	<p>(9) Finance Update <u>Funds in Bank – up to 11Dec22:</u> 01-Nov-21: £55,966 11-Dec-22: £69,119 Surplus YTD: £3,203</p> <p>ST advised the group that everything financially continues to be stable with the Association. HG asked ST to move another £10k from the current account into the savings account as part of our member reimbursement commitments.</p>	ST
2212.9	<p>(10) Marketing Update AM shared a presentation with the team and highlighted that sessions and users have been increasing since July. In November, the average session length was 3 minutes 4 seconds. Traffic is rising across all channels so everything is heading in the right direction. Our top search on Google is for ‘hypnotherapy’ and our Google Snippet score improved +3.1 with our domain authority improving even more. Site speed on desktop is better than on mobile (97 vs 71) but still good. TE asked if it was on Mac devices or generally all, and AM believes it covers all devices.</p> <ul style="list-style-type: none"> • <i>Helpful Content:</i> we need to populate our condition-based landing pages, so AM asked the Exec team to help. He will upload a spreadsheet on SharePoint for the team to update and create concise content of around 2 paragraphs so it’s engaging and not too onerous to complete. HG has done IBS and will do pain and ST asked for some examples to be uploaded on SharePoint, so the team can see writing style and maintain consistency of the AfSFH ‘voice’. • <i>Features:</i> we have county pages for ‘near me’ searches which should help improve our Google ranking further. • <i>Building Audience:</i> AM is exploring a database for members of the public to keep in touch and to keep them engaged. • <i>Member Engagement:</i> AM highlighted many members still haven’t completed their profiles. In some cases, the AfSFH site is now ranking higher on Google than members’ own websites and this was seen as a good message to share to encourage more members to update their profiles. HG to add to newsletter. AM asked TE how many people have viewed the YouTube video explaining how to update their profile, and TE said just 39 views so far and no comments. SH suggested the video can be 	<p>ALL</p> <p>AM</p> <p>HG</p> <p>SH</p>

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	<p>reposted on a call out and TE will share it again. HG asked AM to add it to the Quick Links on the Welcome Page as well and ST added regular drip-feeding would hopefully address the issue. HG added that some Supervisors also haven't updated their profiles, so will be invisible to Supervisees, so she will add this to the Supervisors' newsletter.</p> <p>AM then explained to the team that MAW can create a geographical search function for a one-off development fee of £735 + VAT. ST thanked him for this solution and asked if it would be set up to work for new members in future and AM confirmed it would automatically populate for new members. The team voted unanimously to go ahead with this work, so AM to liaise with MAW re lead times and will keep everyone posted.</p> <p>AM then highlighted that the User Journey Report shows both members and non-members are now accessing our site.</p> <p>HG asked about the Directory/Contents list for articles on our website and AM will revisit this with MAW. The next SEO meeting with MAW is due in January.</p>	<p>TE AM</p> <p>HG</p> <p>AM</p> <p>AM</p>
<p>2212.10</p>	<p>(11) Standards Update <u>2022 audits have sampled:</u> 60 members, of which: 50 are completed 1 became Associate members 3 cancelled membership 6 extended</p> <p><u>Lapsed members:</u> 74 being checked 24 chased for logo removal 9 of these renewed 8 resolved/logos removed 7 ongoing 0 Standards enquiries</p> <p>NT said 50/60 audits are now completed and 2 memberships were terminated due to lack of response. The next audit will be in Jan/Feb and 80 members will need to be audited this year to maintain 10% of our total number.</p> <p>NT then asked CC to send any more lapsed members over to her now and she will try to do this before Christmas.</p> <p>HG asked if NT's document on Safeguarding could be ready by the end of the coming week so it can be added to the newsletter and go on the website.</p>	<p>CC/NT</p> <p>NT/HG</p>

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	<p>NT advised the team that she is starting to look at how the audit process could be improved and this will be discussed in future meetings.</p>	
<p>2212.11</p>	<p>(12) Life without Wild Apricot TE highlighted the increased number of issues with our WA membership, including API, PayPal etc and asked what does WA do that MAW couldn't? ST asked if that was the plan – to replace WA with MAW or to use another company like WA that can interact better with MAW and fulfil our needs. CC suggested MAW made more sense as we know them, rather than risking moving to another platform that potentially won't serve our needs. Another consideration however is the risk of putting all our resources into one MAW basket. HG said we need to do an analysis/functionality matrix of what WA gives us first – i.e. what we use, what we don't use and what WA should give us but doesn't. We can then compare with other companies and provide details to MAW for them to consider, cost and provide timeframes. ST agreed with CC that other companies may have similar issues to WA and cost us more and HG added many of them are US-based, so again not necessarily well-suited to the AfSFH. The team agreed MAW would be great in theory, but we have had some issues with response times/customer service as they are a small business. HG said we also need to be careful and think about future-proofing in the case of MAW going bust.</p> <p>AM/TE will create the functionality analysis and HG suggested it went on a spreadsheet on SharePoint for each Exec team member to input how they use WA and what they would ideally like to have that it doesn't provide. TE added we need to prioritise the member journey to ensure less issues in their processes. He also said we would need to store a copy of our database securely in the cloud. It was also agreed that TE will need to set up a formal Service Level Agreement with MAW so if we have a membership issue, it is dealt with as a priority. HG asked how licensing would work. AM said MAW could create a decent backend portal for us to use. They will need a mapped-out user experience for them to create this. HG added we will need a realistic deadline for work and costings and ST said WA renews in August, so that would be our hard deadline to prevent renewing again, so we will aim to get it set up well before that. HG suggested a deadline of end of January to complete the spreadsheet and ST offered any help to CC if she should need it. HG wondered if there could also be an opportunity to make the audit monitoring process easier by adding this kind of feature to the new database.</p>	<p>AM/TE</p> <p>TE</p> <p>ALL</p>
<p>2212.12</p>	<p>(13) Alternatives to PayPal ST did an analysis of the different options to rival PayPal, and concluded that sticking to BACS transfers makes the most sense, as using Sumup/iZettle etc would be more admin than just sending our bank details (you need to create a new payment link for each request), as well as it costing more in commission. AM suggested GoCardless and ST shared statistics that showed a total of 145 members paid by BACS in 2022, 40 of which were students. It was agreed to stay as we are as they are all a manual process, but BACS is ultimately easier and cheaper for us.</p>	

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2212.13	<p>(14) Health Insurance Providers HG told the group that a company called HealthShield rejected a claim by one of her clients recently because they have a list of acceptable organisations and the AfSFH isn't on it. She highlighted this would be a good opportunity to contact the various Health Insurance providers to get AfSFH on all of the lists so clients can claim sessions through their insurance. HG asked ST to investigate the top workplace providers and to contact them, explaining we are accredited and what we offer, and to find out what we need to do to get on their approved lists. We can then share this news with members. CC added as we are a Verifying Organisation for the CNHC, in theory we should be on lists by default. NT asked if would mainly be work-related providers, but ST said also private providers like Vitality would also be on her list to contact.</p>	ST
2212.14	<p>(15) AfSFH Remuneration Review Prior to the meeting, HG agreed with ST to increase the monthly remuneration amount by £50 for each Exec member, in recognition of the increase in workload from increased membership. ST will start this from Nov22, to keep it in line with our financial year, so each team member to add £50 retrospective payment for November in addition to the increased amount for December on their next invoices. HG asked invoices to be uploaded by 16th December so we can settle them well before the Christmas period.</p> <p>HG then said, moving forward, we might consider an additional 'floating' Exec member to support CC/NT – to be discussed at our away day in March. NT also suggested maybe we do one of our summer meetings in person and have a meal afterwards.</p>	ST ALL
2212.15	<p>(16) The Relationship Between AfSFH & Inspiraology TE asked if there were any other training schools for SFH, and the belief is that CPHT remains the only one. Inspiraology is not certified as training in SFH, and as we are a verifying organisation we need to maintain standards. Therefore, if Inspiraology graduates ask to join the AfSFH, and they have proof of training in Solution Focused Therapy and Hypnotherapy, just as we do for other externally trained members, we can accept their membership. As MC has his own membership organisation however, the team concluded it's less likely they will apply for AfSFH membership if he encourages graduates to apply there. It was agreed that we would continue to assess potential non-CPHT trained members who meet the training criteria in order to join as normal. Our methods for doing so have also been outlined and agreed by CNHC in our role as a Verifying Organisation.</p>	
	<p>Time and date of next meetings <i>Executive Team Meeting</i> Sunday, 29th January 2023, 10am-1pm Online via Zoom</p>	