

AfSFH Committee Meeting Minutes

11th March 2023, 10.00am – 12.00pm – In Person, Aztec Hotel, Bristol

Present: Helen Green (HG), CEO
 Trevor Eddolls (TE), Head of IT & Social Media
 Nicola Taylor (NT), Head of Standards
 Andrew Major (AM), Head of Marketing
 Claire Corbett (CC), Head of Membership
 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. Life without Wild Apricot (2212.11, 231.1) - TE/AM
3. Supervisor Group Meeting Purpose (231.9) – HG/ST
4. Dates for Future Meetings (231.10) - ALL

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. Fellowship Award Votes – ALL
13. AfSFH AGM Preparations - ALL

No.	Minute	Action
	<p>(1) Confirm Meeting is Quorum</p> <p>Apologies</p> <p>Minutes of the last meeting 29th January 2023</p>	<p>This meeting was quorate</p> <p>n/a</p> <p>Approved</p>
233.1	<p>(2) Life Without Wild Apricot</p> <p>AM confirmed MAW can do the work for us and have provided a proposal. The only requests they cannot fulfil for us are:</p> <ol style="list-style-type: none"> 1) Creating/sending newsletters, and they suggested we use MailChimp for this. TE to explore setting up an account with it@afsfh.com email address and will liaise with ST for payment once free trial ends if it is successful. ST added that new/old members may need to be manually added/deleted to MailChimp database, but AM said we could get around this by importing a fresh list with every newsletter. SH said it would be good to provide members with an 'unsubscribe' function too, even though to date we have only had one member ask to unsubscribe. 2) Updating membership fields – we could have all options loaded and then simply hide the fields not needed for certain members 	<p>TE/ST</p>

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	<p>and update the fields by request. TE said the insurance field isn't working for uploading certificates. CC confirmed this is an issue, as she wasn't clear if it was a system issue or user error, she simply adds it manually when a member highlights it. AM to investigate with MAW.</p> <p>The good news with MAW's proposal is that application forms will be able to be stopped/resumed with members not losing access and payments can be made by credit card using Stripe. ST reiterated that adding Stripe on top of PayPal would mean more manual work and effectively creates another account for financial monitoring and shouldn't be necessary once we can stop using the PayPal Checkout function that WA insists upon. TE said we could always save Stripe for later if it were needed, but we can stick with PayPal initially.</p> <p>AM went on to say that renewals and membership updates are all good and notification processes will be available for these and upgrading too. We will have additional reporting options too and be able to raise invoices. Matthew from MAW will be doing the development work and they have recruited a new member of staff who can be our contact too. TE asked that we have an opportunity to work on the site when the first draft is ready and CC added we need to attempt to break it to check it's robust for our members. TE also wondered if others at MAW could provide inspiration or ideas about functionalities from other companies they work with and CC agreed we can be open to suggestions as our current plan is based on WA provision, but could be better. CC highlighted the importance of everyone being able to apply/renew/upgrade (including Apple users). She also mentioned the issue with ensuring pending/lapsed members have restricted access to benefits.</p> <p>AM said MAW thinks the work will take at least 8 months (Matthew will be off for 5-6 weeks in the summer as getting married) and the development cost proposed is £2475+VAT= £2970. There would then be a monthly charge of £130 +VAT for the support package based on them offering 2 hours support a month with any issues/queries. HG suggested we start with a 3-month support package and then review in case we are needing more or less than 2 hours per month.</p> <p>ST then explained to the team about cyber insurance options to protect us if MAW's business collapsed. We would theoretically be covered under any MAW insurance, but it is safer to have our own cover, and options include a crisis management team helping us with communications in the event of a serious data breach. HG suggested we could wait until the new system is in place before rolling out specific insurance for the new database, but ST suggested we have sensitive data already through our own computer systems and M365 so it was agreed ST would obtain a range of quotes for our needs now, that can later be updated/extended when the new setup is live with MAW. NT also suggested we updated Exec team contracts to include cyber security processes and HG agreed to update this.</p>	<p>AM</p> <p>AM</p> <p>ST</p> <p>HG</p>
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	<p>HG asked the team to formally vote on whether we should commit to MAW to replace our WA provision and the team voted unanimously in favour. HG suggested we offer to pay 50% upfront and the remaining 50% to be paid upon project completion to our satisfaction. AM to take this to MAW.</p>	<p>AM</p>
<p>233.2</p>	<p>(3) Supervisor Group Meeting Purpose HG said the January Supervisor Meeting went well and, when she asked Supervisors present if there was anything else they wanted to see in their newsletters, no comments were forthcoming as all present seemed pleased with the current content. HG agreed to include highlights of discussion points as bullet points in future newsletters from each meeting in the following Supervisor newsletters moving forward, so that it could highlight and encourage other Supervisors to take part and see what sort of things are covered. ST has created a draft for the website page on Supervision to be updated and HG asked that it includes what we think Supervision should be, so that it would still be a useful resource especially for newly qualified members. ST will update the draft with more information on NT's additional questions, which can be included as a link for members who wish to explore this, to keep the page clearer and more concise.</p>	<p>HG</p> <p>ST</p>
<p>233.3</p>	<p>(4) Dates for Future Meetings The team discussed alternating future meeting dates between weekends and weekdays and it was generally agreed Friday is the most convenient day for most of the Exec team. To help keep meetings shorter, AM suggested each team member writes up a brief report on their area to be distributed in advance of each meeting to make that section of the meeting more efficient and the team agreed that summary reports should be uploaded one week before each meeting. TE added the agenda needs to be sent earlier too, so ST to timetable this and remind team members to do their reports moving forward. Dates agreed for future Exec meetings for the remainder of year to be held online via Zoom as follows:</p> <ul style="list-style-type: none"> • Friday 12th May: 9-10am AGM (followed by Exec Meeting 10-12pm) • Sunday, 16th July: 10am-1pm Exec Meeting • Friday, 22nd September: 9am-12pm Exec Meeting • Sunday, 26th November: 10am-1pm Exec Meeting (potentially in person) 	<p>ST</p> <p>ALL</p>
<p>233.4</p>	<p>(5) Communications to Supervisors Discussed under point (3) above. The next Supervisor's meeting will be held on 16 May 10am-12pm.</p>	
<p>233.5</p>	<p>(6) Journal Update & Assistance required SH updated the team that the next journal is due out in May and will have articles from TE on willpower, Karina Price discussing giving up the day job and some metaphors. There will be a section on filling out website profiles and peoples' experiences of training too. ST asked if it might be possible to bring research articles in, when we are aware of new studies being published on SF work or Hypnotherapy, and HG said this would be good – as long as any studies included were of high quality</p>	

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	<p>and sufficiently robust to share i.e. not just a single study based on a small number of participants. ST then suggested an article on how to critique research might be helpful for members.</p> <p>SH said Susan and Stuart are booked to record their podcast on 17 April. She contacted Paul McKenna but his people declined. SH has also reached out to Vanessa King, Phil Harris and Glen Catley. ST suggested Sophie Fletcher may be open to doing something on hypnotherapy for the menopause. HG said she would also contact Dr D Hamilton to see if he would be interested.</p>	<p>SH/TE</p> <p>HG</p>
<p>233.6</p>	<p>(7) IT & Social Media Update <u>We currently have:</u> 499 members on our Facebook group 1,812 likes on our FB page 452 we follow on Twitter 867 following us 544 we follow on Instagram 579 Instagram followers 129 followers on LinkedIn</p> <p>Monday posts continue to get good engagement. TE then updated the team that the CPD log is proving a challenge as some hosts have long lists, so it would be much easier for them to enter the details straight into our website so that TE can check before publishing, instead of him having to manually enter everything from the current forms. AM/TE to check with MAW if they can create a webform that can be reviewed by TE then clicked to approve/publish. It may have to be a single webform for each event. It would also need a hyperlink field for hosts to add 'for more info/to book' etc.</p>	<p>AM/TE</p>
<p>233.7</p>	<p>(8) Membership Update <u>We currently have:</u> 763 registered members 200 student members 16 Associate members 3 International <u>4 admin</u> 986 in total</p> <p>CC said some known system issues are ongoing, and total member numbers are now at 986. CC added that there seems to be an increasing number not renewing due to not practicing SFH, so we have seen a slight increase in Associate membership as CC promotes this to them. Student numbers have decreased slightly. CC added that many schools finish in December so we will likely see an increase towards the end of the year.</p> <p>TE raised an issue that some student members are in the system beyond the year long student membership period. HG said this may have applied to a few who were missed when we last transitioned to the last website launch and when the WA data were more manually entered. CC asked if we could check with MAW and ST highlighted we can pull a list</p>	

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	of students with membership over a year to address this. CC to action to ensure any old students who exceeded 12 months are asked to upgrade.	CC
233.8	<p>(9) Finance Update <u>Funds in Bank – up to 11Mar23:</u> 01-Nov-22: £55,966 11-Mar-23: £71,215 Surplus YTD: £4,346</p> <p>ST explained there are ongoing issues getting desktop awards done for Fellows, and following a conversation with TE it was suggested we change to lapel pins instead as these will be much easier to produce. ST to action.</p> <p>ST advised the team that, after our current year's subscription with WA ends in September, prices will have increased by \$500 per year, so she will renew monthly at a cost of \$216 per month until we are ready to end our agreement with them and move fully over to MAW, as annual payments are non-refundable.</p> <p>With regard to her role as CPHT Liaison, ST has not been able to speak with Oliver yet but will continue to leave messages.</p> <p>For the Healthcare Providers project, ST tried to find out which providers list NCH/CNCH/etc as approved, but she was unable to find any record of this on the websites, so will carry on investigating with the Healthcare companies directly, so that this can progress. Hopefully this will provide us with a way of being formally added as approved therapy providers for certain insurance companies to reimburse client session costs, much like is the case for NCH or CNHC.</p>	ST ST ST
233.9	<p>(10) Marketing Update AM had an SEO meeting with MAW and all is going well so far and he thanked the team for content updates created so far. Changes have been actioned to the 'near me' search function and it was highlighted that the function doesn't work if a site visitor does the search, then hits the 'back' button to try a different postcode. AM to investigate this with MAW.</p>	AM
233.10	<p>(11) Standards Update <u>2023 audits have sampled:</u> 80 members, of which: 67 are completed 1 became Associate member 4 cancelled membership 7 extended (1 getting ongoing support)</p> <p><u>Lapsed members:</u> 74 being checked 24 chased for logo removal 9 of these renewed 8 resolved/logos removed 7 ongoing 1 Standards enquiries</p>	

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	<p>NT said she had 1 new Standards enquiry but no communication/reply from the member that has been complained about. NT to offer one more week to get a reply before closing it. ST asked what would happen and HG said we would have no choice but to suspend their membership if they refused to engage with us about the complaint, as these would be a major breach of our Code of Conduct.</p> <p>NT ended by saying she's entering a quieter period now, so has time to sort out any lapsed members that CC sends her.</p>	<p>NT</p> <p>CC</p>
233.11	<p>(12) Fellowship Award Votes The team voted and 2 new Fellows are being appointed this year, to be announced at the AGM in May. HG will contact the 2 awardees prior to the AGM.</p>	HG
233.12	<p>(13) AGM Preparations The AGM will take place on Friday 12th May from 9-10am. HG asked team members to submit their individual AGM reports to her by mid-April to allow time for relevant comms and voting forms to be sent to members.</p>	ALL
	<p>Time and date of next meetings <i>AGM</i> Friday, 12th May 2023, 9am-10am <i>Executive Team Meeting</i> Friday, 12th May 2023, 10am-12pm <i>Online via Zoom</i></p>	