

AfSFH Committee Meeting Minutes

12th March 2022, 10.00am – 12.00pm – Aztec Hotel, Bristol

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

Follow up from last meeting:

- (1) New Website Launch Update (incl tech issues) (2111.1, 221.1) - AM
- (2) Ionos Update/M365 Migration (211.13, 213.4, 215.3, 217.2, 219.2, 2111.1, 221.2) – TE
- (3) Content for Schools, eg Digital Leaflets (219.7, 2111.3, 221.3) – SH/CC/HG

Rolling Agenda Items:

- (4) Communications to Supervisors - HG
- (5) Journal Update & Assistance required – SH
- (6) IT & Social Media Update – TE
- (7) Membership Update – CC
- (8) Finance Update – HG on behalf of ST
- (9) Marketing Update (incl. update on SEO & website) – HG on behalf of AM
- (10) Standards Update – NT

Items Arising This Time:

- (11) Team Communications – ST
- (12) Vice/Deputy CEO role – TE/ALL
- (13) AGM preparation for AGM on Sunday 22 May - HG
- (14) Fellowship plans nominations & voting – HG

No.	Minute	Action
	<p>Confirm Meeting is Quorum ST highlighted that our quorum for team voting needed to be recorded as we have more executive committee members on the team. It was therefore proposed that 4/7 Exec Members would now constitute a quorum. The team unanimously agreed, and this is now in place.</p>	<p>This meeting was quorate</p>
223.1	<p>(1) New Website Launch Update (incl tech issues) AM said that the new website is generally working well now. There are a few user issues still outstanding, but MAW are working on these:</p> <ol style="list-style-type: none"> 1. Individual user admin access needs to be given to members of the Exec team so they can access the back end of the MAW website. AM to arrange. 1. Archived members are unable to login to re-instate their membership 1. Some graphics are obscuring text (e.g. CPD page listing banner) 	<p>AM</p>

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<p>1. Join Us page (graphic over part mentioning how students need to contact us directly to apply for Registered Membership – only an issue on mobile views).</p> <p>1. PDFs</p> <p>1. Membership seal not working on Wordpress sites</p> <p>TE added that events/CPD page needs to be able to be sorted by event date or alphabetically in the back end to help him manage the page more efficiently. AM asked if he needed a key word search function, but TE said no, saying he could have thumbnails for pictures. HG asked if we could re-label pictures with AfSFH tag to improve SEO and AM said this should already be happening as it is good practice, but he will check. TE added the photographer's name should also be added.</p> <p>CC highlighted that archived members are not flagged up in WA so lapsed members actioned by CC still show up in the directory. When members lapse in WA, we need to ensure they automatically come off the directory, but should still be able to login if they want to reactivate their membership (without having further access to member benefits until they do). AM confirmed that's how it should be working, with archived members becoming unavailable on our API, but lapsed would still be visible. HG asked how long after they lapse until CC archives them and CC said usually around a month, but she has a backlog of approx 80 lapsed members currently to work through. AM suggested extending the period of time between lapse and archive to 6 months to allow CC time to work through the backlog and will set up a rule to do this automatically in WA, and ST suggested after the backlog is cleared we can reduce to 3 months and the team agreed on this.</p> <p>CC also confirmed archived members can be reinstated but the system has changed. On the old site, she would restore them from the archive in WA so the member could logon and pay. On the new site, until they are active again, the website won't recognise them, so they can't logon. AM said the key is to ensure lapsed members immediately lose access to member benefits and come off the directory to prompt them to act before becoming archived, so they can still action their account. AM to arrange this with MAW and will change the rules in WA.</p> <p>AM then explained that, for additional technical development that was unforeseen at the start of the project, it was proposed that MAW charge an additional £180 + VAT per month for 3 months to get this work done. ST asked AM to ensure MAW keep us updated well in advance if they feel this will need extending. This will be in addition to the agreed £149 +VAT per month ongoing for our care agreement and SEO.</p> <p>AM added the other costs will be coming now - £99 for SSL annually, and £10+VAT per month for hosting (which will need to be back-dated. HG and the team thanked AM for all his efforts.</p>	<p>AM</p> <p>AM</p> <p>AM</p>
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	The team agreed to the additional spend and other costs with no objections, so AM to get this started from the end of March with MAW, and ST to expect invoices in due course.	AM
223.2	<p>(2) Ionos Update TE confirmed we have now successfully moved M365 and our domains to GoDaddy. There was an issue with afsfh.co.uk, but this is now resolved. There is another ongoing issue with the temporary site IONOS created 'theafsfh.com'. In January, TE instructed IONOS to delete it, but they wouldn't, insisting Angus would need to instruct them. IONOS then said the site doesn't exist, but TE found it and asked Angus to action this but it still hasn't happened. There is no impact to our business, and no further invoices will be paid to IONOS, so TE has left this with Angus.</p> <p>TE also managed to update all Exec team profiles with our names.</p>	
223.3	<p>(3) Content for Schools, eg Digital Leaflets SH confirmed the leaflets are completed and have been sent to SR for distribution to schools and HG confirmed they are now accessible at CPHT schools, and they will be uploaded to the website too.</p>	
223.4	<p>(4) Communications to Supervisors HG confirmed the last Supervisor Networking meeting had gone well and Supervisors were shown the new website and encouraged to get their Supervisees to engage with it and upload their profiles too. ST said it was nice to see some newly qualified Supervisors there too. Next meeting to be scheduled in May, TE to arrange.</p>	TE
223.5	<p>(5) Journal Update & Assistance required SH talked through some of the content included in the next edition, including articles on reciprocal sessions, SF homework, sports motivation, clinical wills and a case study on needle phobia, as well as the survey results about the impact of Covid. SH said there had only been 16 responses so far, so TE to repost on FB group, the Supervisors' page and we will continue to drip feed to get more engagement.</p> <p>SH said she is looking at changing the banner on the journal cover, and the deadline is end of March for submissions. HG will send a paragraph covering the AGM in May. NT still working on the clinical wills article and SH confirmed it was okay if it is longer than a page. NT will look at a previous article on the subject, but it was written from a personal perspective by a therapist who knew someone who had passed, so this article will be very different, but ST said the article could refer to the older article as a 'case study' example.</p> <p>AM said he didn't receive a copy of the last journal in the post, SH will check his details didn't get mixed up with test profiles. TE asked CC to delete all the test accounts he recently created too. SH managed to get one Supervisor to submit a Super Supporter page, ST suggested there could be a list of all the new Supervisors about to qualify for another page, or we could ask Supervisees to comment on their experience of</p>	<p>TE</p> <p>HG</p> <p>NT</p> <p>SH CC</p>

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	<p>Supervision to help promote it to members in a different format. She is keen to maintain a supervision focus in every journal, no matter in what form. HG agreed and added that keeping members reminded about the support/benefit of our auditing system too would be good. ST will send a list of the new Supervisors to SH.</p>	ST
223.6	<p>(6) IT & Social Media Update <u>We currently have:</u> 419 members on our Facebook group 1,275 likes on our FB page 455 we follow on Twitter 847 following us 413 we follow on Instagram 375 Instagram followers 81 followers on LinkedIn 48 Google Business Interactions (in a month)</p> <p>ST read out the statistics from the database and asked TE about having his personal mobile number on our Google Business page. TE explained it had to be there as it is linked to his profile, and he occasionally gets phone calls, so although he would prefer another number, there is no clear solution at present. Later, as part of our Away Day discussions, it was suggested we explore having a freephone number for contact. HG to look into this.</p> <p>Our IG followers have dropped slightly and FB group numbers too, due to CC having a clear out of lapsed members.</p> <p>TE explained that members are not able to pay with a credit card instead of using PayPal because WA dictates members should auto-renew and does not permit one-off bookings. Members who don't wish to have auto-renewals therefore are simply cancelling them straight after setting up, and then can renew manually the next year and repeat the process. Members taking this action are still low, so not a major issue.</p> <p>TE highlighted that only 1 member has so far submitted an article. AM asked how the process is different and TE explained that, in the past, members would write a blog and email it to TE who would then upload it to the website. Now they can upload it directly onto the website (for TE to approve before going live). HG suggested reminders that it will help with members' personal SEO. AM suggested drip feeding the benefits of doing it on the FB group too. ST asked, if TE notices a member has posted content on their own social media sites, would it be worth asking if they want to submit it to their profile to? TE said algorithms don't like the same content pasted in multiple places, and AM suggested the website 'Grammarly' could reword it.</p> <p>TE advised the team that the annual review of our BCPs is due and asked for us to action promptly when he contacts everyone. HG asked TE to update the master passwords.</p>	<p style="text-align: center;">HG</p> <p style="text-align: center;">TE</p> <p style="text-align: center;">ALL TE</p>

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223.7	<p>(7) Membership Update <u>We currently have:</u> 633 registered members 229 student members 8 Associate members 2 International <u>4 admin</u> 872 in total</p> <p>CC said that things are starting to settle down overall, after the new website issues created a big increase in enquiries, but she thanked AM for his support. She added it has been useful to have consistent messaging/standard responses and she is now pre-empting some popular queries by adding text to emails, such as on the renewal email, 'if you can't login, do XYZ...'. CC is also working through the backlog of lapsed members and will be reviewing all standard emails to ensure they are still accurate with the new website process changes. HG asked her to check benefits mentioned are still up to date too, such as the membership seal. CC to work with SH to 'jazz up' the comms. AM added system emails also need to be checked and HG said to ensure they come across as positive/upbeat/informative, with a cohesive voice.</p>	<p>CC CC CC/SH</p>
223.8	<p>(8) Finance Update <u>Funds in Bank – up to 11Mar22:</u> 01-Nov-21: £55,966 11-Mar-22: £61,251 Surplus YTD: £5,285</p> <p>ST said that provisional figures for our last FY (Nov20-Oct21) show our income is slightly down on the previous year, but YTD we are still showing a small profit overall. She looked into membership numbers, which fell slightly last year, and HG said CPHT student members may have decreased over covid for some schools, but our financial position remains stable. ST is now working on finalising our accounts for filing with Companies House ahead of our AGM in May. ST also updated the team on our insurance renewal, which has been processed.</p>	<p>ST</p>
223.9	<p>(9) Marketing Update AM started by saying he would like more focus on member engagement moving forward, encouraging more article submissions and profiles to populate our directory listing. TE said his next social media post will be about how to upload articles. AM wondered if we need more 'how to' content and HG suggested we highlight the benefits to members at the same time. ST asked if it would be helpful to specify the minimum number of words as some members might be put off by writing an article if it's too long. HG will also mention in the next newsletter.</p>	<p>HG</p>

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	<p>AM went on to say the membership seal on member websites also needs to be promoted and HG asked to TE to add a FB post on this. ST thought a quick video on how to copy/paste the code into your website would make it easier for those members who are less 'techy'. AM will consider options and come up with some solutions.</p> <p>The next focus for Marketing will be our SEO plan. MAW to receive our brief by the end of March to start working on from April to get our website ranking up.</p>	<p>TE</p> <p>AM</p> <p>AM</p>
<p>223.10</p>	<p>(10) Standards Update <u>2022 audits have sampled:</u> 20 members, of which: 3 are completed 0 became Associate members 1 cancelled membership 1 extended 13 having ongoing support</p> <p><u>Lapsed members:</u> 15 checked 7 chased for logo removal 1 of these renewed 6 ongoing</p> <p>Standards enquiries: 0</p> <p>NT has made some changes to the audit process, so instead of doing it monthly, she is doing it quarterly to create a better workflow, and audited 20 members this time, knowing she can adapt numbers as our membership grows. She also has updated the emails to pre-empt or highlight the usual sticking points (eg chasing Supervisors, or when members are audited before they have completed a full year). NT has also changed the language to be more supportive. So far, the replies she has had have been straightforward. The lapsed audit is ongoing, with 24 more to come. Some audits from 2020 are spilling over and there has been an increase in Associate members in 2021, and NT now sends the link to the webpage highlighting benefits of Associate membership. HG said to highlight also that they will come off the directory but are welcome to come back in future whenever they are ready. NT will contact them again after 6 months to see if they want to rejoin.</p> <p>NT then raised a query from a member about ensuring clients have seen and signed Ts & Cs before they come for IC, and NT wondered about when they actually become a client – from first contact, or after the IC when they fully understand the process of therapy. HG suggested we clarify it in the Code of Conduct and said we are recommending for best practice, not dictating. We need to recognise that there is a difference between GDPR agreement and consenting to therapy. Some therapists combine this agreement and others treat these things separately. HG</p>	<p>NT</p> <p>NT</p> <p>NT</p>

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	asked NT to revisit the wording and clarify things in the code that whichever way a member chooses to practice, they must ensure they have consent for treatment in place with each client and that each client understands how their data will be processed.	NT
223.11	<p>(11) Team Communications</p> <p>ST highlighted the need to increase team communication, as we have been kept physically apart for 2 years due to Covid. She asked the team whether Teams or our FB group is the best way to communicate and the team were split, so ST suggested important things could go on both. She encouraged each team member to share opinions and be heard when posts pop up for discussion and asked that we keep each other updated in between meetings for appropriate action points, rather than wait until the next Exec meeting. She also asked that any survey results get sent to the team before publication for discussion/analysis. That way, we are all up to date and can celebrate our achievements, as well as reducing meeting time in reviewing what has been done since last time.</p> <p>In addition, the agenda can list outstanding items for action and we can add a 'minutes from the last meeting accepted' item too. AM suggested setting up some 'drop-in' team sessions, informally, where any of the team that can make it pops in to chat with the rest of the team and can provide updates. The team agreed and ST to arrange this moving forward.</p>	<p>ALL</p> <p>SH</p> <p>ST</p> <p>ST</p>
223.12	<p>(12) Vice/Deputy CEO role</p> <p>TE proposed electing a Deputy CEO to provide support and cover to the current CEO, in the event of absence (holiday, illness etc) and HG agreed this was a good idea. HG said previously she would nominate the Chair/Trustee for decisions in her absence, but it would be better to have someone at Exec level who understands the day to day running of operations. HG suggested either TE or ST for the role, and TE politely declined. ST was happy to take it on and HG added her access to funds/banking make her a good fit. The team voted and ST was approved as Deputy CEO. ST to contact HG to discuss the role further in due course. HG reiterated that any major legal or financial decisions must also be approved by the Chair in her absence, as they are also legally responsible for the organisation as co-director.</p>	ST/HG
223.13	<p>(13) Preparation for AGM on Sunday 22 May</p> <p>HG reminded the team that the AGM is scheduled for 22nd May 2022. CPHT have offered a room for it to be held face to face, but the team voted to keep it online while Covid cases are on the rise, so it will be held, along with the next Exec meeting, online via Zoom. HG to add a reminder to the next newsletter for members to vote when the articles get sent out next month and she reminded the team that each of us needs to prepare our annual statement. Previous versions are on SharePoint and HG will speak to CC & SH, as the newest members of the team, to explain what is required.</p>	<p>HG</p> <p>ALL HG/CC/SH</p>

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223.14	(14) Fellowship plans nominations & voting HG received 3 nominations for Fellowship level in total and ST proposed a 4 th to the team who hadn't received a nomination but is widely understood to be fully worthy of this level. The team voted and agreed to add the 4 th candidate and then the team voted on each candidate, either yes or no. All 4 candidates were voted for and will be officially announced at the AGM in May. HG asked AM to explore how the website will be updated, as there won't be a separate level in the database (they will remain as registered members in the system), and to put a paragraph about Fellows on the About Us page. HG suggested the letters identifying Fellows to read 'AfSFH (Fellow)' and the team agreed. She asked SH to work with Tom to design a new certificate to send out and an award and lapel badge will also be created. ST suggested that next year, we also highlight the nominations process beyond the journal and NT suggested we create a 'Meet the Fellow' feature for future journals. SH can add the awardees in the next journal edition after the AGM.	AM SH HG SH
	Time and date of next meetings <i>AGM</i> Sunday, 22 nd May 2022, 10am-11am <i>Executive Team Meeting</i> Sunday, 22 th May 2022, 11am-1pm Online via Zoom	