

AfSFH Committee Meeting Minutes

12th May 2023, 10.00am – 12.00pm – Online via Zoom

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

Rolling Agenda Items:

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

Items Arising this Time:

9. Inspiraology graduates wanting to join AfSFH - ALL
10. NCH offering CPHT Lecturers free membership - ST/ALL

No.	Minute	Action
	<p>(1) Confirm Meeting is Quorum</p> <p>Apologies</p> <p>Minutes of the last meeting 11th March 2023</p> <p>HG suggested we create a holiday chart for the rest of the year to arrange adequate cover where necessary, such as ST covering CC's emails. She will have a look and get back to the team.</p>	<p>This meeting was quorate</p> <p>n/a</p> <p>Approved</p> <p>HG</p>
235.1	<p>(2) Communications to Supervisors</p> <p>The latest Supervisors' newsletter went out this week and the next networking meeting is due in a few days. The issues with Supervisors' profiles on the website have now been resolved and highlights from the meeting will be added to the next Supervisors' newsletter.</p>	<p>ST/TE/HG</p>
235.2	<p>(3) Journal Update & Assistance required</p> <p>The latest edition of the Journal has been dispatched and the next edition is due in August/September. SH asked TE to contact his supervisee to write an article on 'getting yourself out there'. Phil Harris is lined up for the June podcast and Sophie Fletcher has agreed to do the August one. Hopefully Glen Catley will agree to the one after that. SH clarified that the podcasts are designed for the wider public, and not</p>	<p>TE</p>

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	<p>specifically for members. NT said she has noticed an increase in members citing the podcasts on their CPD log.</p> <p>Discussion then moved onto the webinars and confirmation that the Facebook poll showed 'getting the most out of my AfSFH profile' was the most popular topic. HG asked SH/TE/AM to get this organised before the next Exec meeting in July. It was agreed we would host in live in Zoom and provide a recording to access afterwards. AM said it would be helpful to make the MAW video content stand out more. SH offered to do her Friday Community Call Out on the subject, asking members what questions they would like answers to. TE confirmed his Zoom webinar hosting has no capacity issues if take up is high and members will be required to register for the event. HG suggested a format where TE has an informal chat with AM, including answers to any questions we get in advance and that it is scripted along the same lines as the podcasts.</p>	<p style="text-align: center;">SH/TE/AM</p> <p style="text-align: center;">SH</p>
<p>235.3</p>	<p>(4) IT & Social Media Update <u>We currently have:</u> 512 members on our Facebook group 1,854 likes on our FB page 452 we follow on Twitter 868 following us 564 we follow on Instagram 592 Instagram followers 138 followers on LinkedIn</p> <p>TE confirmed that Mailchimp has all been set up with our first invoice due soon after the free trial period. AM/TE have asked MAW if they could produce the newsletter if we provide the text. TE hopes to have everything up and running for the June newsletter.</p>	
<p>235.4</p>	<p>(5) Membership Update <u>We currently have:</u> 760 registered members 206 student members 19 Associate members 3 International <u>4 admin</u> 992 in total</p> <p>CC is continuing to manage ongoing challenges while we work towards changing the database. She was excited that we reached 1000 members, however with some lapsing at the same time, we are now at 986 so she is keeping a close eye on when we hit 1000 again.</p> <p>CC said she is happy to say issues reported to MAW have been resolved, and the next thing to explore will be directory glitches/functionality. ST did a search on the site and identified that if a site visitor makes changes to options they select or the type of search they do, results come back empty. HG suggested this could be a result of cache not clearing so AM to check with MAW if this can be addressed.</p>	<p style="text-align: center;">AM</p>

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	<p>CC had a meeting with Matthew at MAW recently and took him through the front-end user experience as well as the back-end functions she uses regularly. He acknowledged the work to be done and suggested they tackle renewals first, followed by upgrades and look at new applications after that.</p>	
<p>235.5</p>	<p>(6) Finance Update <u>Funds in Bank – up to 12May23:</u> 01-Nov-22: £66,869 11-Mar-23: £72,261 Surplus YTD: £5,392</p> <p>ST said she is now receiving new quotes for lapel pins for Fellow and will share results with HG asap to move forward on producing them, ready to send out to our newly appointed Fellows, as well as our patient ones from last year. She will also get the new certificates printed asap and will contact Sharon and Debbie to get photos & bios for the website page.</p> <p>ST then raised a question SH had asked her, where a member who contributed to the journal asked for the £10 Amazon voucher to be changed to a £10 donation to charity instead. ST explained she would need to check with the Accountant on this, to understand how we manage charitable donations in our financial returns. ST to explore and SH to check with the member what charity they would choose, as it was deemed more appropriate for them to make that decision, rather than our organisation.</p>	<p>ST ST ST SH</p>
<p>235.6</p>	<p>(7) Marketing Update AM updated the team that work is expected to begin in the first week of June on the membership database. He highlighted that getting things done efficiently with MAW recently has been challenging. The next steps will be to install the full version of PayPal, then look at the upgrade process and uploading documents in particular. Looking at the registration process will be in August, then from September onwards they can move on to everything else. MAW have asked to have 50% payment upfront and have agreed to the 3 month trial for the support package to assess how much support we will eventually need. AM will chase planning from MAW and organise meetings to keep things on track as much as possible ahead of Matthew's wedding this summer. CC highlighted that, if the renewal process updated June/July, this may prove challenging as she will be away, so AM will liaise with her once he has a better idea of the planning from MAW.</p> <p>AM then went on to say it would be helpful to have a broader reach with our content on things that could be marketed in the public domain and suggested the team do a brainstorming session for topics around professional standards/auditing etc to build up a profile that helps us stand out as a hypnotherapy organisation the public can trust. AM explored who our various public audiences are:</p> <ul style="list-style-type: none"> • General public looking for help • Members 	<p>AM AM/CC</p>

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	<ul style="list-style-type: none"> • Other organisations promoting public awareness <p>HG agreed this was a good idea and that AM could create a document on SharePoint with categories for the different audiences. ST asked if it would be more useful to AM to have a team meeting/brainstorming first, as otherwise ideas will come sporadically as team members find time to fill in the spreadsheet. AM to put together an pdf with objectives before arranging a session for Exec colleagues to brainstorm together.</p>	<p>AM ALL</p>
<p>235.7</p>	<p>(8) Standards Update <u>2023/24 audits have sampled:</u> 20 members, of which: 11 are completed 2 became Associate members 1 cancelled membership 1 extended 5 getting ongoing support</p> <p><u>Lapsed members:</u> 0 being checked 0 chased for logo removal 0 of these renewed 0 resolved/logos removed 0 ongoing 1 Standards enquiries</p> <p>NT has completed the first audit of the audit year with 20 members. She is due to be away at the end of May for a week so will do her best to phone any members who haven't replied so far.</p> <p>NT has one potential Standards Enquiry pending, although it may be straightforward to resolve. She is also reviewing our Code of Conduct to ensure it is up to date and detailed as necessary.</p> <p>NT then highlighted that the CNHC are looking at their advertising policy and we should comment on this in our next member newsletter with regards to the 'CAP' code relating to testimonials and reviews, and when they fall under advertising standards. HG asked NT to put some text together for the newsletter and we can update the relevant pages on the website too.</p> <p>HG then asked the team about the increasing number of Associate members recently. Both NT and CC confirmed that it is only suggested for Registered members who have legitimate reasons to be taking a break from practice (eg maternity leave, illness, or ceasing practice altogether). HG is keen to ensure these members are protected as they aren't subject to our Codes or Practice if they are not practicing, so we need to be clear what we would do if a complaint was raised against an Associate member for example. CC will look at existing comms to Associate members as part of the overall review in due course to ensure everything is clear to members and also to ensure we encourage them back to full Registered membership at renewal if they are able to.</p>	<p>NT</p> <p>NT</p> <p>CC</p>

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235.8	<p>(9) Inspiraology graduates wanting to join AfSFH HG began the discussion by highlighting that we have a mandate from CNHC to ensure any training schools seeking membership for their graduates need to verify that their training is solution focused. Inspiraology haven't yet approached us to request this and ST highlighted that the founder has his own membership organisation, so may not be seeking graduates to become AfSFH members. TE asked if Inspiraology have been made aware that they need to contact us and verify their training is SF. HG said no, because we don't make a point of contacting every training school in this way. Staying out of any 'politics' on this particular question is important and our website has eligibility criteria listed. The team voted on whether or not to proactively contact Inspiraology and the majority voted against doing so at this time. CC suggested we could add information to our website specifically for training schools to clarify our position and eligibility criteria further.</p>	
235.9	<p>(10) NCH offering CPHT Lecturers free membership ST shared details of an offer made by NCH for free membership to 'lead' lecturers at CPHT and other training schools as '<i>a gesture of thanks for the support of our NCH schools</i>'. She highlighted that we do not advertise/promote training schools in the same way as the NCH, and for us to match this offer, we would be looking at 13 lead lecturers at CPHT out of a total of 16, 2 of whom are already Fellows with free membership. The team considered the ethics of NCH's offer in terms of encouraging lecturers to promote the NCH in exchange for free membership. ST also highlighted challenges with administrating it when staffing changes at CPHT in future. HG raised a key point in that, if we offered free membership to match their offer, it would undermine our Fellow members who have earned their free membership through support of SFH and AfSFH over a significant time period. The Exec team voted unanimously not to match the NCH's offer at this time.</p>	
	<p>Time and date of next meetings <i>Executive Team Meeting</i> Sunday, 16th July 2023, 10am-1pm <i>Online via Zoom</i></p>	