

AfSFH Committee Meeting Minutes (FINAL)

14th July 2024, 10am – 12.30pm, Online via Zoom

Present: Sacha Taylor (ST) CEO
Claire Corbett (CC), Head of Membership
Sally Hare (SH), Head of Communications
Sarah Coward (SC), Head of Finance

Apologies: Nicola Taylor (NT), Head of Standards
Andrew Major (AM), Head of Marketing

Follow up from Last Time:

1. Approval of last Meeting Minutes (17.05.24)– ALL
2. Update on SLAs for MAW & Membership Database & Exec Team Testing (245.2,) – AM/CC
3. Change of our Training School Policy – any further update? (245.3) – ALL

Rolling Agenda Items (Reports were supplied prior to meeting from all the team which are summarised in these minutes):

4. Marketing Update – AM
5. Standards Update – NT
6. Communications to Supervisors – ST
7. Journal Update and assistance required - SH
8. IT & Social Media Update – ST (whilst position pending recruitment).
9. Membership Update – CC
10. Finance Update – SC
11. CEO update - ST

Items Arising this Time:

12. CEO Succession Planning and Recruitment for both CEO & Head of Social Media & Digital Platforms update - ALL
13. New member opportunities with the AfSFH Exec Team – recruitment - ALL
14. FB group - post approval - ST

No.	Minute	Action
247.1	(1) Confirm Meeting is Quorum & Approval of last Meeting Minutes Apologies: Nicola Taylor (NT), Head of Standards Andrew Major (AM), Head of Marketing Minutes of the last meeting 17 th May 2024	This meeting was quorate Approved

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<p>247.2</p>	<p>(2) Update on SLAs for MAW & Membership Database & Exec Team Testing</p> <p>Thank you to the team for taking time to test the Student Application process. We have completed tests on all browsers and payment platforms, Stripe and PayPal. Generally, the process and data is working, pending some minor amendments.</p> <p>There are a number of admin functions required for CC to effectively manage the applications and data extraction. Last week AM and CC held a meeting with MAW to agree next steps and discuss the administrative requirements. MAW is currently working on this and will confirm his progress next week.</p> <p>Once completed we can rollout out the student application process. The next step will be to implement upgrade, renewals and full membership. A lot of the groundwork has been done now, so some further testing will required and we need to agree the plan with MAW once Student applications have been launched.</p> <p>Additional update from CC at meeting: –the new membership system fundamentally works but some of the admin functionality still needs to be in place. CC and AM had a meeting with MAW but CC still yet to see some of the actions and outcomes. ST also confirmed she is waiting to also to hear back from MAW re: information about Mailerlite vs Mailchimp and ST will be following this up with MAW (as we are still open for change from Mailchimp if Mailerlite suits our needs better).</p>	<p style="text-align: center;">AM/CC/ST/MAW</p> <p style="text-align: center;">MAW/ST</p>
<p>247.3</p>	<p>(3) Change of our Training School Policy – any further update?</p> <p>Notes from CEO report:</p> <p>ST emailed SFTA on 14th June to explain the changes to our policy for training schools and the reasons behind the decision to wait 12months. They withdrew SFTA’s request for accreditation. ST replied to clarify that integrity was at the heart of this decision and made it clear that there was no bias as we work independently of CPHT on these matters. ST left the door very much open for a meeting with SFTA and to reconsider their application withdrawal, but they did not respond further.</p> <p>As a result, no further action required at this time. If SFTA approach us again after April 2025, we are happy to consider accreditation, provided they meet our criteria and have achieved UKCHO accreditation by then.</p> <p>If their graduates contact us for membership independently in future, we can accept them as their training is in SFH, but only provided they can provide evidence that they attended the live course (not the online course) and we need to identify how we will verify this.</p>	

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	<p>Additional Notes from meeting:</p> <p>ST confirmed that the Training school policy was now updated and ST to send to team. ST confirmed she heard back from CNHC re their requirement for 120 hours of face-to-face tuition – CNHC are not willing to accept SFTA graduates unless 120 face to face hours of tuition has been done and evidenced.</p> <p><i>Summary:</i> the training school policy is now in place. SFTA are not seeking to be accredited by us but if a student approaches to us after graduation, only graduates who attended the physical course (and not the online course) are eligible. ST asked the team; How do we verify/evaluate this decision? CC stated our membership criteria is clear – we continue to apply this and assess on a case-by-case basis. We agreed that our process stands and is robust. We agreed to wait and see once we start to see applicants come through.</p>	<p>ST</p>
<p>247.4</p>	<p>(4) Marketing Update</p> <p>Currently working on: AM continues to manage the relationship with MAW which predominantly includes SEO performance of the website and supporting the rollout of the new CRM for membership.</p> <p>Monthly account and SEO performance meetings are running to monitor the performance of the website and ranking of keywords. This informs some key actions for content production and membership directory optimisation.</p> <p>The following tactical activity will support these goals. AM’s hope is the new Social Media role will lend some support with these actions along with any additional support we’re able to procure for content writing too:</p> <ul style="list-style-type: none"> • Publish website content from agreed plan for keyword ranking and engage members by asking for contributions on the defined topics. Use a guide for writing/ layout that works well for search and subsequent repurposing. • Support our members with profile improvement (new layout and features), provide a short guide on tips for SEO on profile with examples. • Following recruitment, co-ordinate content publication with social media communications to increase backlinks, visibility, and shares. For example, a single blog or landing page can be broken down into several short posts/ tips/ quotes. <p>Future Plans:</p> <p>Once recruitment has been completed, it’s time to take a more strategic approach in terms of marketing activity, which will allow us to be seen as</p>	

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	<p>a key organisation of influence for Solution Focused Hypnotherapy. To achieve this, there are three key areas to focus on in the approach:</p> <ul style="list-style-type: none"> • Build membership trust and engagement with AfSFH • Increase the visibility of AfSFH and our accredited members for lead generation and membership loyalty by building and delivering a co-ordinated communication programme • Build authority and thought leadership via podcasts, publishing articles in relevant publications, and leveraging social media platforms to share educational content and insights <p><i>ST additional note:</i> It's important for our team to work out the 'how' from the bullet points raised above. Let's get the 'how' and process in place to make this happen.</p> <p>Next steps: Marketing strategy will be written and shared setting out the priorities, objectives and initially activities.</p>	AM
247.5	<p>(5) Standards Update</p> <p>July Audit 20 total audited 12 completed 2 cancelled 3 became Associate 3 extended</p> <p>Follow up from previous meeting/s:</p> <ul style="list-style-type: none"> • Project ideas added to the spreadsheet • Head of IT proposal reviewed and commented on • Email to Jane Pendry to follow up on discussion re quality of training and endorsement or training on our website <p>Completion of May audit – stats added to spreadsheet: a difficult audit with no response from 10 members one week prior to deadline so lots of chasing. Of the 3 members who changed to Associate, 2 are on maternity leave and 1 no longer practising. Of the 2 that cancelled, 1 failed to respond and the other is no longer practising.</p> <p>Standards Enquiries – One easily resolved by asking the former member to remove references to AfSFH which was duly carried out. Two very similar enquiries regarding members whose clients had died. Obviously confidential but some interesting findings from research and speaking to ICO, the key finding being that once a client dies their personal data is no longer classed as such. The continued storage of this data becomes complicated especially as in one case the client was a minor.</p>	

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	<p>Currently working on: Continuing to communicate with member with Standards Enquiry as there is more to be learned here and ongoing support given.</p> <p>Future Plans: Completion of July Audit 3rd article based on Code of Conduct for the Journal.</p> <p><i>Additional comment from meeting:</i> This report highlighted what happens in relation to death of clients and data usage and storage. ST to ask NT why ICO classes this as ‘more complicated’ and maybe this would provide a good starting point as an article or policy/guidance for our members. SC, CC and ST all agreed that further guidance for members would be helpful, perhaps in our Code of Conduct update. ST will raise this and feedback to NT to discuss further.</p>	ST/NT
247.6	<p>(6) Communications to Supervisors</p> <p>ST confirmed that a newsletter to supervisors is due to go out. A change to how the supervisors’ lists appears in the journal has been discussed and agreed previously; we may remove photos of supervisors and free up space for the page and direct to the website via a QR code for readers to find out more and learn more information from the site.</p> <p>The next Supervisors’ Networking meeting will be 17th September, although date might be changed to allow more Supervisors to attend as many are unavailable on Tuesday mornings.</p> <p>We talked about possible changes to our website to incorporate more specific/dynamic content from supervisors about their supervision dates/events. We agreed work to be done on Supervisor directory in future. More summary information and filter/search function could be added to our site to aid and help members gain access to Supervisor details and options. (we agreed we didn’t need to add individual ‘events’ or dates at the moment). It’s also not a top priority for MAW at the moment with all the other work ongoing. We agreed to ‘park’ an events page for supervision – we’ll start to improve existing page and directory to enable members to find supervisors more easily. CC suggested students / public should have access to the Supervisors’ directory on our website, rather than it only being accessible to members who are logged in.</p>	ST ST
247.7	<p>(7) Journal Update and assistance required</p> <p>Journal The deadline for issue 43 of <i>Hypnotherapy Today</i> is Monday 15th July, to go out late August/early September. I’ve a good amount of articles to include with some spares for once! I’m going to focus on a big article about positive psychology from Trevor, personal conduct from Nicola,</p>	

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our new Fellows, Super Supporter is Tim Maude, ADHD with Mel Cook, a Northumberland SFH trial with Lizzie Dunne, and optional extras depending on space are working in the corporate sector by Gin Lalli, reframes by Tim Maude, and what's going on in the community with Andrew Hill, Mel Cook and Wend Allport.

Regarding the Supervisors' Directory, I'm waiting for feedback from Supervisors via their newsletter but I've no additions for this issue so far so there's not a particular hurry to sort for this issue.

Andrew contacted MAW and they've added an 'Opt out of paper copy of the Journal' button on members' accounts, but Andrew, Claire and I need to test whether the admin functions work around it before 'going live' to members.

Podcast

I've recorded, edited and published my first solo episode, so hopefully things will be plain sailing going forward. It's been a learning curve but appealed to my inner nerd, and I've updated the 'How to' document with everything I've learned over the past week. I've Tracey Grist lined up for the next one to talk narcissism and narcissistic abuse, and after that (November) I'll be speaking to Paul Turner of 3A Tutors in Bristol, who offer a place for home schooled and mature students to take exams, about exam anxiety. After that possible topics are working with children, and carers' wellbeing.

Engagement

The 'Word Out Wednesday' posts are going OK – the first set had 10+ comments each but the latest CPD one only 4, so I think it will potter along. I can't schedule the posts as they're on certain days rather than dates in the month but I've set a recurring reminder and it's not too onerous!

Additional comment from meeting:

SH also confirmed - November podcast guest is in place – new guest talking about Exam Stress now secured. Working with children SH will confirm and Carers too for the future.

Database needs to be completed and once database up and running we can revisit this (the ability for members to opt out of receiving a paper copy of the journal). CC wants us to be cautious and wait and see.

Action: we might need to remove the drop-down box – but ST will take this forward with MAW and ST will follow up. ST reiterated we do need coherence and clarity with MAW with what's happening.

ST/MAW

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247.8	<p>(8) IT & Social Media Update</p> <p><u>We currently have:</u> 599 members on our Facebook group 2073 followers on our FB page 447 we follow on X/Twitter 860 following us on Twitter 686 we follow on Instagram 736 Instagram followers 153 followers on LinkedIn 132 followers on Threads</p> <p>Follow up from previous meeting/s:</p> <p>MailerLite vs Mailchimp ST has set up Mailchimp but is still open to hearing from MAW on the merits of MailerLite. The biggest issue is managing the distribution list of emails as it changes every day, so hopefully MAW can set something up that removes emails as well as adding new ones, as it is too time consuming going through the lapsed members to archive them from Mailchimp before importing the updated list.</p> <p>Currently working on:</p> <ul style="list-style-type: none">• ST monitors the it@afsfh.com inbox daily• ST had been sending CC a list of all the members cancelling their PayPal billing agreements, but agreed with CC that this is generally not necessary. ST will keep the cancelled emails for reference if ever needed.• ST is also monitoring Facebook requests/posts <p>Future Plans:</p> <p>ST will be updating M365 logins for the team and exploring if everyone can be made admin to enable updates individually moving forward.</p> <p>ST to upload the AGM video to YouTube and attempt to upload it to our website.</p> <p><i>Additional comment from meeting:</i></p> <p>ST confirmed Mailchimp up and running (can be cancelled any point). We need Matthews's feedback re: MailerLite. Challenge: newsletter – import list of current members but doesn't remove lapsed (which remains a manual process). ST will update with MAW after holidays in August. ST confirmed growing in social media. (Twitter/X we are down by 9 followers).</p>	<p>ST</p> <p>ST</p> <p>ST/AM/MAW</p>
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247.9	<p>(9) Membership Update</p> <p>Membership Numbers: Admin – 4 Associate – 28 Registered – 866 International – 4 Student – 132</p> <p>Total membership numbers have dropped slightly, due to fewer student numbers coming through from CPHT. The additional step of checking each member with the school, does make the process more complicated but manageable given the current reduced numbers.</p> <p>There have been a number of membership cancellations from those associated with SFTA.</p> <p>There have also been a steady number of cancellations from those no longer practising or taking a break where appropriate. CC has encouraged members to move to Associate membership rather than cancel.</p> <p>Lots of schools have graduated lately so there has been a lot of activity in relation to upgrades.</p> <p>CC is seeing incorrect information being given to students in relation to the upgrade process which makes additional work. We have previously provided PDFs to the schools with the correct process. CC thinks this needs addressing, but given the changes planned to make to the process easier, thinks it is worth holding off for now.</p> <p>New membership process.</p> <p>Thanks to the testing that has been carried out, with the exception of a few tweaks the letter templates we are comfortable that the functionality for the student application is working and will be happy to roll that out. However, there were some admin functions that need to be implemented before we can do that in order that these members can be serviced once active, and CC has provided a list to MAW to work through. These things include being able to extract addresses, being able to update documents, and general replication of the functionality they would have in Wild Apricot. These will need to be implemented and then tested by CC, in order that she can be comfortable that these members do not experience a lower level of service, before we roll out.</p> <p><i>Additional comment from meeting:</i></p> <p>Drip feed of students through from CPHT our biggest change (CPHT not promoting student membership until the last month of training). CC has new ideas/ more proactive comms to students to upgrade their membership.</p>	
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247.10	<p>(10) Finance Update</p> <p><u>Funds in Bank – up to July 7th 2024:</u> Opening balance (Nov 23): £77,460 Funds in Bank: £81,456 Surplus Year to Date: £7,589 (Inc Paypal £3593)</p> <p>June/July Comments: Consultancy costs – slightly higher for CEO in June - authorised by SC because of exceptional hours ST has worked in absence of Head of IT role currently (TE stepped down in June).</p> <p>Currently working on:</p> <ul style="list-style-type: none"> • Test 2 on Mobile (Safari) PayPal for team • PayPal Refunds as and when required • Cost comparison so you can see how Mailchimp compares to MailerLite • Sent fellowship certs/badges to HG and AW • Minuting 17th May meeting <p>Future Plans: SC asked what is notice period for WA and anticipation of move to new database – timings Stripe costs – subscription when will it start? Andrew? Test a/c at moment. SC needs to log these costs.</p> <p><i>Additional comment from meeting:</i> WA – is now monthly payment and we can cancel at any time. Action: SC to send email to AM/MAW – check when Stripe live. Curious any costs to Stripe so far? Test a/c any costs?</p>	SC
247.11	<p>(11) CEO Report</p> <p>Follow up from previous meeting/s:</p> <p>Supervisors’ Networking Meeting ST asked about the directory at the last meeting on 24th May, but with low attendance, she needs to launch a Supervisors’ newsletter to ask the cohort more widely. It was suggested we could reduce the directory in the journal to just text, no photos, and the spare page that would be freed up could then show where to find more info on our website (Supervisors’ Directory, Student Directory, CPD/Events Page, Policies, Articles and Journal Archives etc) and have images and QR codes next to each section for ease of access.</p> <p>New Member Opportunities ST thanked everyone for updating the spreadsheet with ideas for project work that could be supported by members. AM suggested a content writer for Marketing, CC suggested someone to go through and</p>	ST

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<p>action lapsed members, and NT suggested a variety of tasks to support the audit process related to archived, non-compliant or struggling members. When ST did the latest newsletter, she discovered we have a significant number of lapsed members, so proposes we action this project as a priority, as it will link in also with NT’s suggestions. ST suggests we explore Marketing support once the new Head of SM&DP is in place as this work will crossover both roles.</p> <p>ST asked CC/NT to work out what exactly the member will need to do for this project: What are the estimated time/hours it might take? What remuneration will we offer? Who might be suitable to approach for the work?</p> <p>ST is now focused on recruitment for Head of SM&DP role and presented applications received so far at the meeting.</p> <p>ST will also be sending out a Supervisors’ Newsletter soon, as well as a general Members’ Newsletter after the meeting with any information/news to share (hopefully announcing the new Exec Team Member too).</p> <p>ST continues to monitor it@afsfh.com and is covering any IT-related duties/issues until the new person is recruited.</p> <p>BCP – ST is considering whether this needs to be password-protected and private between the Exec team, or if we can instead have one document that the team can all access easily to login if cover is ever needed for team members who are away or indisposed. As we all use our @afsfh.com email addresses for AfSFH business only, ST believes we can allow email logins to be accessible for cover too. The only possible exceptions to this proposal being NT as Head of Standards, where some emails may be sensitive for sharing and banking/PayPal logins for SC and Head of Finance.</p> <p>The team discussed what this might this look in practice and everyone agreed logins to things like Mailchimp, Zoom, Canva, YouTube etc are okay to be shared for the whole team.</p> <p><i>Additional comment from meeting:</i></p> <p>Business Continuity Plan. We all agreed to the changes ST is considering. We will all be admins on M365. We need this ability to cover for each other in absence. We all agreed this is good. ST to speak to NT about confidentiality and standards data. ST will issue a new single document. We will all have access to passwords to cover each other’s work. ST reminder to the team: keep updating holiday sheet when leave coming up and weekends away.</p>	<p>CC/NT/ST</p> <p>ST</p> <p>ST</p> <p>ST</p> <p>ST</p> <p>ST</p> <p>ST/NT</p> <p>ALL</p>
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247.12	<p>(12) CEO Succession Planning and Recruitment for both CEO & Head of Social Media & Digital Platforms update</p> <p>ST advised the team prior to the meeting that, due to personal circumstances, she no longer has the capacity to continue as CEO of the AfSFH. Together with the team she will collate a shortlist of potential successors and reach out to them over the coming weeks.</p> <p>Head of Social Media and Digital Platforms – Applications were received and ST/SH/AM are hoping to interview Friday 19th July with</p>	<p>ST/ALL</p> <p>ST/SH/AM</p>
247.13	<p>(13) New member opportunities with the AfSFH Exec Team – recruitment</p> <p>ST confirmed that priority for this project is to focus on lapsed members. We want to clear this list and we need to identify what’s required, the number of hours and payment terms. Action: ST to take this discussion offline and discuss further (CC/NT and ST). Collate a process for recruiting this project work and advertise or approach someone when project defined. CC reminded team the majority of the lapsed are students (joined and didn’t carry on).</p>	ST/CC/NT
247.14	<p>(4) FB Group – Post approval</p> <p>Should we put on ‘post approval’ on our Facebook page? – ST is going to ask the new incoming role (Head of Social Media & Digital Platforms) what they think about this as this will impact their workload. Explore for the future. To be followed up on.</p>	ST to feedback
	<p>Time and date of next meeting: Friday, 20th September 9am-12pm Online via Zoom</p>	