

AfSFH Committee Meeting Minutes

14th November 2021, 10.00am – 13.00pm – Online via Zoom

Present: Helen Green (HG), CEO
Claire Corbett (CC), Head of Membership
Trevor Eddolls (TE), Head of IT & Social Media
Andrew Major (AM), Head of Marketing
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) Ionos Update (211.13, 213.4, 215.3, 217.2, 219.2) – TE
- (2) Fellowship Level (213.14, 215.4, 217.11, 219.3) – HG
- (3) Content for Schools, eg Digital Leaflets (219.7) – SH/CC
- (4) AfSFH Branded Items (219.11) – HG

Rolling Agenda Items:

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

Items Arising This Time:

- (12) Finalise dates for March Away Day – HG/ALL
- (13) AfSFH Carbon Footprint - HG

No.	Minute	Action
2111.1	<p>(1) Ionos Update</p> <p>TE advised the team that everyone needs to go into SharePoint BEFORE 30 NOV and delete all files no longer needed. ST asked about old legacy files such as Dropbox, and whether we need to keep certain documents for 5 or 7 years. TE confirmed the Dropbox folder is already empty. HG added it is fine for members to keep backup copies in their own system if they are unsure about deleting content and each member of the Exec to also back up any files held on their OneDrive as these will not migrate automatically. Each team member will let TE know when they have completed these tasks so TE can keep track and chase if necessary as we approach the deadline.</p> <p>SH asked about the archive journal editions and all the files for content behind them. HG suggested we keep any editor/production notes, but that once in print, content can be deleted. HG added that marketing files related to our web content should be kept just in case anything happens to the website.</p> <p>TE then went through the timetable:</p> <ul style="list-style-type: none">• 03Dec – TE will purchase product from GoDaddy	<p>ALL – URGENT</p> <p>ALL</p> <p>SH</p>

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	<ul style="list-style-type: none"> • 06Dec – TE to contact Ionos and start the transfer process (expected to take 3-6 days) • 10Dec – TE will give the Ionos key to GoDaddy and our website may be down over that weekend • 11Dec – TE to back up SharePoint files • 13Dec – M365 migration happens (might take up to 6 days in total, but the hope is it will be much quicker) • 20Dec – TE copies all SharePoint files back into the new SharePoint <p>TE asked Exec team members to stop using SharePoint from 1st December and highlighted that M365 apps excel/word/PowerPoint etc. may stop working during the transition but that they will be back after migration is completed. GoDaddy will sort out all our alias emails for us as well. ST suggested to TE that he can use the Association's debit card to make the purchase on 3rd December instead of using his personal credit card for a large transaction. HG confirmed that an alternative email address will be given to members over the migration period if there are any urgent issues (an old AfSFH Gmail address).</p> <p>HG then asked about our new website launch and whether to go ahead with launch (AM confirmed the site is ready to go) now or to do it after the migration is completed or potentially wait till January. NT suggested we launch when migration is complete so we could link the two to be more seamless for members, that way the downtime is part of our launch and when they go back in, they will enjoy the new site. ST agreed, adding it could be promoted as an early Christmas present. AM highlighted the domain transfer could make that tricky, but TE suggested we could launch the new website 20/21 December. CC then explained, from a project management perspective, it would be better to launch the new website now, so that we can solve any teething problems out before migration, rather than do everything at once and risk it causing issues with the migration or the new website. HG agreed but noted that if we launch now, it might be risky with members' activity to update their profiles if the domain changed caused an issue for the new website. SH added she will adapt the journal accordingly about the new website launch. AM suggested we could make more of our comms if we launch later, and the team considered the impact of members trying to update the site at different times, now, pre-Christmas or post-festivities.</p> <p>HG added we may need to check with MAW about time away over Christmas, to ensure we have their technical support available if we delayed the launch till the new year. HG asked the team to vote on what action they felt was best:</p> <ul style="list-style-type: none"> • Launch this coming week – 4 votes • Launch in the new year – 2 votes • 1 member abstained <p>TE said he wouldn't be able to action the launch until Tues/Weds at the earliest and AM/SH to work on a comms plan. NT asked if we in the</p>	<p>ALL</p> <p>ST/TE</p> <p>HG</p> <p>SH</p>
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	<p>Exec team need to do anything and AM confirmed we would need to do a password reset but all our updates made so far (on profiles) will be maintained, although membership dates for us will be different.</p> <p>HG therefore confirmed we will start the launch on Wednesday, 17th November and SH/HG will send out a special announcement email giving instructions to members to reset their passwords and update their new profiles. HG will then send a follow up after the launch via the standard newsletter that is due to be sent. AM highlighted that an email will also be generated from MAW directly to members to action the password reset, so we can advise members to check spam folders and keep an eye out. AM will work with MAW to ensure the look of the email is in keeping with AfSFH comms.</p> <p>ST asked if we will be able to see a list of who has actioned their profile over time, so we can adapt comms over coming weeks/months, rather than sending generic reminders to all members too often. HG asked what would happen if members didn't see their email, and AM confirmed that they will be prompted to reset their password when trying to enter the site in any case. NT suggested we add 'ACTION REQUIRED' to the subject header of the email to make sure it stands out to members. When it comes to the migration, we will communicate about upgrading our server nearer the time to avoid confusion. TE will keep us all up to date via the FB Exec Group while M365 is down and ST to send the team her personal email address for December invoices if needed and she can upload to SharePoint after migration.</p> <p>HG asked that GoDaddy details be added to the Business Continuity Plan, and TE advised he would be getting the team to update them again in January.</p>	<p>SH/HG</p> <p>HG</p> <p>AM/HG/SH</p> <p>AM</p> <p>AM/HG/SH</p> <p>HG TE ST</p> <p>TE</p>
<p>2111.2</p>	<p>(2) Criteria for Fellowship Level HG added scenarios for suitable criteria and will send a link to the team. We will need to add content about it to our website and also update Wild Apricot with renewal/payments removed. NT volunteered to write an article for the journal on the new Fellowship level.</p>	<p>HG AM/TE/HG NT</p>
<p>2111.3</p>	<p>(3) Content for Schools, eg Digital Leaflets HG expressed her thanks to SH/CC for all the information they have put together for 2 digital leaflets – 1/ for student members joining in module 3 and 2/ joining as they near the end of their course. HG to make a few slight adjustments to them to tie in with the new website. They can then be sent off to Tom for design work and SH is sending him screenshots/links of the new website and CC will contact SR to add them to the modules at CPHT once they are ready. HG asked that they be made accessible on the website too.</p> <p>The team then discussed a document TE shared, providing information on the essentials of being a hypnotherapist. HG is keen for us to create a 'welcome package', covering useful things for becoming an SFH. ST suggested we postpone this until next year, as we have our focus on the</p>	<p>HG</p> <p>SH</p> <p>CC/AM/HG</p>

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	<p>migration and new website now. She also added that it may replicate what CPHT are already telling students, so we may need to be mindful of this. AM added that everyone sets up their practice differently and will have different strengths and areas of focus, so it should be a document that offers 'highlights' and not be too prescriptive. All agreed. NT went through the entire document fully and added it is too long and has many gaps that we would need to address. HG suggested our pack could be more like 'hints and tips' or 'good to know' reminders, to help members establish good habits and best practices and AM suggested we incorporate stages of the journey as members' business grows. HG suggested we put it on our Away Day agenda or the next Exec meeting after that. Name suggestions were 'Graduate Guide' or 'Graduate Toolkit'. NT offered to go through it again and create a useful outline geared towards AfSFH members now that auditing is completed for this year. A general proposed outline would be useful for further discussions in 2022.</p>	<p>HG/ST NT</p>
<p>2111.4</p>	<p>(4) AfSFH Branded Items HG advised the team that, due to costs and our website and migration taking priority, we will postpone this until next year.</p>	
<p>2111.5</p>	<p>(5) Communications to Supervisors Meeting on 21 September went well and running the session 3 times a year seems to be well received. HG highlighted that the Supervisors' FB group doesn't get as much use as it could. ST will put a post up to remind Supervisors to update their member details with the name of their Supervisor (not just put 'peer') and HG will put this reminder in the next newsletter as well. TE said there are 41 Supervisors on the FB group, so HG will also add a reminder to join it in the next newsletter.</p>	<p>ST HG HG</p>
<p>2111.6</p>	<p>(6) Journal Update & Assistance required SH has collected a nice range of articles for the next edition and is keeping the content adaptable to accommodate an article that AM will write on the new website. HG asked for it to include screenshots and TE suggested content around 'what's in it for you'. AM will also help prompt members to action their profiles on the new site too. HG also suggested including some of our SEO plans as part of the article, so members get a feel for what we are planning in the future.</p> <p>The deadline for articles is 30th November (a bit later if needed depending on the website status). HG said if there's space, the website article could include some quotes from Exec team members – all team members to send their quotes to AM by Friday, 19th November.</p> <p>SH is also collecting articles for the edition after this one. She sent a list of 'undelivered' journals to CC to see why some editions went to CPHT. CC will take a closer look at the list next time to spot any obvious issues on addresses or admin profiles. HG wondered if some undelivered copies we were notified about were due to the 'pingdemic' and the reported delays to postal services in certain areas around the UK at that time.</p>	<p>AM/SH</p> <p>ALL</p> <p>CC</p>

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	<p>SH has sorted out the journal archives, including creating a contents list of what topics are covered in each edition. HG asked if it was a lockable spreadsheet or an active table of contents. AM suggested we could categorize the articles and add links to relevant webpages. He added MAW have a list of categories and SH confirmed she has added keywords for all included articles. TE would need the PDF to upload and it would need updating and reloading after each new journal goes to print. ST suggested we use SH's initial list for now and then look to changing or updating it in future. HG said she would be happy to load a pdf list and SH said she would update it for TE to add to the Journal archive page on the website.</p> <p>HG asked that a 'please recycle me' message is included on the back of the journal and asked SH to explore sustainable paper options with the printers. ST suggested using compostable envelopes instead of paper ones (e.g., National Trust send magazines wrapped in this) and HG added that having recycled envelopes would also be a good idea, depending on what the print company can offer. SH will explore our options with the printing and mailing company.</p>	<p>SH</p> <p>SH/TE</p> <p>SH</p> <p>SH</p>
<p>2111.7</p>	<p>(7) IT & Social Media Update We currently have: 419 members on our Facebook group 1,248 likes on our FB page 453 we follow on Twitter 833 following us 154 we follow on Instagram 333 Instagram followers 77 followers on LinkedIn</p> <p>ST/TE worked on having a data dashboard for the team's statistics after discussing at the last meeting. ST showed everyone the spreadsheet on SharePoint and asked them to use it for future meetings. ST will also add historic data so we can see trends over the year. HG asked ST to add the number of Standards enquiries too.</p> <p>TE is still posting on social media once a week and posts on Twitter reflect what goes on our FB page. The CPD/Events page has been challenging as he has had to load it on both sites. TE has also been attending regular meetings with AM/MAW and putting blogs on the new website. AM said some of the blog posts have a photo at the top that is then repeated in the text below. TE said he will remove the pictures from the text and it shouldn't be an issue with the new website layout.</p> <p>TE said we are getting a lot of follow requests on Instagram, but it is challenging to check which ones, in particular private accounts, have a genuine interest or link to SFH. ST and CC said that Instagram is different and that this is how you get the farthest reach, so it should be okay to accept requests even if no clear link to SFH. HG felt we should still be a bit selective, and NT added that people who are not 'legitimate'</p>	<p>ALL ST</p> <p>TE</p>

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	<p>tend to send direct messages, that we can then block if they are not genuinely interested in SFH, so accepting follow requests shouldn't be an issue. TE will explore and reminded the team that it's important to get comments on IG, not just likes, so the team will try to engage more with our content.</p> <p>HG asked TE to re-create the New Year countdown posts, as they were very well received last year and offered to provide inspiring quotes again. TE confirmed he already has some and will update the post template with the new 'since 2010' logo and check which posts were used before to generate content for this year. ST asked if the new logo should be added to our social media sites, and HG said this should happen after the new website launch.</p> <p>HG then asked if we need to purchase our SSL certificate separately and TE/AM will sort this with MAW.</p>	<p>TE ALL</p> <p>TE</p> <p>TE/AM</p>
<p>2111.8</p>	<p>(8) Membership Update <u>We currently have:</u> 634 registered members 221 student members 6 Associate members 2 International <u>3 admin</u> 866 in total</p> <p>CC has had a few student applications to process as trainings are ending so she finds her work fluctuates from quiet to busy, but otherwise she is keeping on top of things.</p>	
<p>2111.9</p>	<p>(9) Finance Update <u>Funds in Bank – End of Nov20-Oct21 Financial Year:</u> 01-Nov-20: £46,510 31-Oct-21: £55,966 Expected Surplus YTD: £4,500</p> <p>ST confirmed that the initial accounts indicate a surplus of approx £4,500 for the FY Nov20-Oct21, which is in line with the surplus achieved in the previous 2 FYs. She will be working on completing the accounts in the coming months.</p> <p>She has discovered 19 'unpaid subscriptions' in PayPal and her initial investigation shows a mix of old and current members. CC thinks this may be due to members cancelling the autorenew function, so ST will look into this further and let CC know if she needs any assistance. TE receives emails from PayPal about cancelled payments (mostly active members) and sends them on to CC.</p> <p>HG then asked ST about December invoices from the team, while the M365 migration is underway. ST will collect these via her personal email</p>	<p>ST</p> <p>ST</p>

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	address (to be sent to everyone) and she will then upload them to the new SharePoint after the migration is complete.	ST
2111.10	<p>(10) Marketing Update AM thanked the team and TE for all their support in getting the new website ready for launch. He confirmed we have a good starting point for content, which we can update in the coming months. He wants to highlight the new features to members, including promoting the new profile pages with instructions on how to find them and how to update them. New features include:</p> <ul style="list-style-type: none"> • Downloadable certificate • New membership seal including the end date of membership • Function for members to publish articles • Having their published articles listed on their profiles <p>AM/TE will liaise with MAW to set up the launch in the coming week, with comms as follows:</p> <ul style="list-style-type: none"> • Tuesday – teaser ‘it’s coming soon’ – HG reminded not to do this until MAW confirm our timelines are achievable! • Wednesday – announce on social media and send out special announcement email to members • Post launch – normal members newsletter to remind members to action their profiles/passwords etc <p>CC asked if the admin access will be the same and AM said no, we will need to sign into Wild Apricot separately to access admin features. TE will send the correct web address to the team for reference.</p> <p>HG asked if we have text ready for MAW’s email to members about resetting passwords. AM confirmed he will discuss this with SH/HG after the meeting. TE added MAW still need to update the ‘Find a Therapist’ text fields.</p> <p>AM then explained we need to make amendments to our emails and membership process for renewal and new membership. He will liaise with CC to get this done and remove links that direct to the old website. HG asked them to do this asap so it is ready for the launch. AM added Matthew at MAW is currently recording a voiceover walkthrough for the website.</p> <p>AM then said that, after the launch, his focus will shift towards SEO and site analysis. HG asked it@afsfh.com to be the email given to members for any issues they have with accessing the site. She then thanked AM/TE for all of their hard work, as the new site is an exciting step up for our organisation. AM said we can show this as being part of a community that helps us grow together. AM then confirmed the testing on various platforms/mobile/tablet etc has all been done, along with necessary permissions. AM asked the team about the homepage main picture, asking if the team felt we should change it. ST/HG suggested</p>	<p>AM/TE</p> <p>HG/SH</p> <p>HG</p> <p>TE</p> <p>AM/HG/SH</p> <p>AM/CC</p> <p>AM</p>

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	<p>adding more diversity to be inclusive. HG asked AM to select 2 potential new homepage photos and to share so we can choose.</p> <p>AM confirmed that the downloadable certificate is non-editable. He also confirmed that members enter their training dates when they apply and CC cross-checks this. On WA, this data cannot be changed afterwards, so there is no risk of members trying to change their dates.</p>	AM/ALL
2111.11	<p>(11) Standards Update <u>2021 audits have sampled:</u> 60 members, of which: 39 are completed 2 became Associate members 1 cancelled membership 8 extended 10 having ongoing support</p> <p><u>Lapsed members (no change to last meeting):</u> 61 checked 9 of these renewed 7 have now been emailed 3 times and will get phone calls from NT as the next step</p> <p>2 Standards Enquiries – 1 has been resolved and the other is expected to be completed soon.</p> <p>NT confirmed she is now coming to the end of this year's audit.</p> <p>NT said that, now we have 634 members, auditing 10% annually will mean an increase in monthly audits. HG offered to arrange help for NT if needed to manage the increase in workload. NT is hopeful it will be easier in future as the impact of Covid eases.</p> <p>HG reminded everyone that Associate members do not get access to the FB group as part of their membership, and asked NT/CC/Admins to remove them from the group if a member switches to being an Associate. NT also sends a clear list of Associate vs Registered member benefits to members considering this change, so they are fully aware before committing.</p>	NT/CC
2111.12	<p>(12) Dates for March Away Day HG will put some suggested dates up on the FB group and is looking to have the Away Day at the same venue in Bristol as we used before. She confirmed overnight stays would be acceptable again and AM, being the furthest away, could stay the night before too if needed.</p>	HG
2111.13	<p>(13) AfSFH Carbon Footprint HG explained how it is possible for companies to get certified as carbon-neutral and/or sustainable and wanted to discuss this with the team to see if it is something we feel we should be doing. As part of our future plans, HG wants to ensure that the AfSFH is acting in an</p>	

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	<p>environmentally responsible way. In addition, HG wants the AfSFH to work on its social and corporate responsibility, for instance by forming future alliances and associations with charities that support mental health.</p> <p>HG would like us to have a plan for corporate/social responsibility and asked ST to lead on this, as many of these associations and practices will have a financial impact. TE suggested we do a carbon audit first, to assess where we are before exploring how we can improve. ST said she didn't feel certification was something our organisation necessarily needs to pursue, but that we can identify things that make a positive difference to our carbon footprint. HG suggested we should work towards creating a specific environmental/social responsibility policy and asked ST to look into this and come up with some solutions/options/outlines for the team to discuss at the next meeting that we can then flesh out at our Away Day in March 2022. NT added that being more environmentally responsible will also be important to consider for any future members' conferences.</p>	<p style="text-align: center;">ST</p> <p style="text-align: center;">ST</p>
	<p>Time and date of next meetings <i>Executive Meeting</i> TBC, 10am-1pm Online via Zoom</p>	