

## AfSFH Committee Meeting Minutes

**22<sup>nd</sup> May 2022, 11.00am – 13.00pm – Online via Zoom**

**Present:** Helen Green (HG), CEO  
 Andrew Major (AM), Head of Marketing  
 Claire Corbett (CC), Head of Membership  
 Nicola Taylor (NT), Head of Standards  
 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. New Website Launch Update (incl tech issues) (2111.1, 221.1, 223.1) – AM
3. Fellowship Awards/Certificates (223.14) – ST

*Rolling Agenda Items:*

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

*Items Arising this Time:*

11. Social Media Growth – HG on behalf of TE

No.	Minute	Action
	<p><b>Confirm Meeting is Quorum</b></p> <p><b>Apologies</b>            Trevor Eddolls (TE), Head of IT &amp; Social Media</p> <p>Minutes of the last meeting 12<sup>th</sup> March 2022</p>	<p><b>This meeting was quorate</b></p> <p><b>Accepted</b></p> <p><b>Approved</b></p>
<b>225.1</b>	<p><b>(2) New Website Launch Update (incl tech issues)</b>            This item to be incorporated in Marketing updates in future meetings, so please see item 225.8 below</p>	
<b>225.2</b>	<p><b>(3) Fellowship Awards/Certificates</b>            HG delegated the Fellowship trophy/certificate/lapel pin selection and purchasing to ST earlier in the month prior to the meeting. In addition, HG had previously asked the team to vote for a new fellow logo and the team voted for logo.1 featuring a lower case 'f' and removing the (AfSFH) from the banner ribbon. HG will ask the designer to finalise the logo and confirmed it will need to avoid shading for engraving purposes. HG will upload the logo files to SharePoint for ST to use on the fellowship merchandise and for the new Fellow webpage.</p> <p>ST consulted with the team about reasonable budgets for the awards and it was agreed they should have the individual's name engraved</p>	<b>HG/ST</b>

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	<p>rather than be generic. The team discussed different styles and engraving options and ST to present a shortlist for the team to consider in due course.</p> <p>ST then discussed the printed certificate and showed some samples from Canva. AM suggested we keep the style the same as the normal AfSFH certificate, but it was decided the fellowship one should stand out and be different as it is not a membership certificate per se but an award certificate but should maintain similar style and colour schemes. CC said it is possible to load your corporate colour codes into Canva, and then Canva can print on high quality paper. The team agreed it should be portrait orientation with blue/gold theme and AM sent the colour codes to ST. She will present a shortlist for the team to consider in due course.</p> <p>There was a short discussion about lapel pins and the higher cost for small quantities, so it was decided to leave them at this time, as we may do a bigger order in future where Fellow pins can be included. ST will instead focus on sourcing the award statues and certificates.</p>	<p><b>ST</b></p> <p><b>ST</b></p> <p><b>ST</b></p>
<p><b>225.3</b></p>	<p><b>(4) Communications to Supervisors</b></p> <p>The Supervisors’ Networking meeting was hosted in the previous week and was very well attended (up to 14 at one point). TE to schedule the next one for 3-4 month’s time. The Supervisors’ Newsletter also went out and, on the basis of discussions at the meeting, HG has updated some of the information regarding Clinical Wills. This was passed on to NT and meant that the document is now on the website.</p> <p>One of the Supervisors sparked a discussion at the meeting about how the article on homework in the recent journal didn’t reference the reasons we don’t routinely set homework in SFH, and HG/SH confirmed the supervisor will be writing a follow up article for the next journal to explain this, as a complement to the previous article.</p>	<p><b>TE</b></p>
<p><b>225.4</b></p>	<p><b>(5) Journal Update &amp; Assistance required</b></p> <p>SH said the latest edition of Hypnotherapy Today has been dispatched and the next edition is almost full already. Articles will focus on the audit process, SEO, our new podcasts and the above-mentioned article on setting homework in SFH.</p> <p>SH suggested the next survey might be on how members promote themselves and how successful they find the various marketing strategies. ST asked if it would be possible to see regional breakdowns as often a strategy may work better in certain areas or where there are low/high numbers of hypnotherapists. Alternatively, it was discussed that a survey on the new website usage might be beneficial, especially given the planned SEO work.</p> <p>HG added that she and ST are attending a CNHC meeting in June for verifying organisations and wondered if there was room for asking how we can promote SFH, perhaps leading on to an article too.</p>	<p><b>SH</b></p> <p><b>HG</b></p>

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	<p>NT offered a future article on using SFH for clients with selective mutism, as she and 2 other SF colleagues are collaborating their work in this area. SH suggested the collaboration would be an interesting angle for the article too, looking into how they all found each other.</p> <p>CC asked about combining member experiences with case studies to add variety, although HG mentioned it hadn't come up very highly in member requests in previous surveys regarding the journal content. However, it was agreed that a collaborative article might be interesting and allow members to be featured without committing to writing a long article. HG said this may raise issues with who gets the £10 Amazon voucher for contributing, but as long as a main author was identified it shouldn't be an issue. In NT's example, she may be the lead contributor, so gets the voucher, with the other contributors named in the journal to highlight their profiles.</p> <p>SH then went on to her Comms role, saying she met with AM/TE to rewrite and update website content to be more SEO-friendly and that this would continue.</p> <p>The next podcast on sleep is ready to go. ST asked about whether there could be interest in creating a members-only podcast, and HG suggested we maybe explored featuring recorded webinars instead, like we did with the Hypnotherapy Directory in the past. We could do them for our own directory and CC said a walk-through on the applications process would be appreciated. HG asked if we had already asked MAW for this – TE had done a voice-over trial on Canva in the past so perhaps we could do this for the new website with bite-sized videos in chapters/topics for ease of reference. AM to follow up and asked CC for a list of common issues and CC will provide this, adding links to the walk-through videos could also be put on auto-reply/renewal emails in future. HG said training schools might also find them helpful.</p> <p>HG is keen to get more input and resource from Hypnotherapy Directory (HD) again, considering many of our members use that site and it could help support their businesses further. HG asked ST to look at this again as she had arranged the previous sessions with HD and ST said she would be happy to explore this again, but perhaps a little later in the year, after the SEO promoting AfSFH is underway and further website resources completed.</p>	<p><b>NT</b></p> <p><b>SH</b></p> <p><b>AM/CC</b></p> <p><b>ST</b></p>
<p><b>225.5</b></p>	<p><b>(6) IT &amp; Social Media Update</b>  <u>We currently have:</u>          436 members on our Facebook group          1,295 likes on our FB page          454 we follow on Twitter          851 following us          411 we follow on Instagram          452 Instagram followers          86 followers on LinkedIn          50 Google Business Interactions (in a month)</p>	

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	<p>HG explained that the newsletter issues we have had with WA are ongoing and GoDaddy don't seem to have any answers, so as a short-term solution, TE is now sending them from his <a href="mailto:it@afsfh.com">it@afsfh.com</a> email using addresses extracted from the database. The only issue is any bounces land back in his inbox, but CC said he could forward them on to her for checking. CC added this happens when WA sends them out, but we don't get notified about it. HG said the whole process takes a bit longer, but as they only go out once a month, it is manageable. HG also commented that she had received positive feedback from some members about the 'new-look' newsletters.</p>	<b>TE/CC</b>
<b>225.6</b>	<p><b>(7) Membership Update</b>  <u>We currently have:</u>          655 registered members          260 student members          10 Associate members          2 International  <u>4 admin</u>          931 in total</p> <p>CC highlighted that the CPHT schools have started up again so upgrades have kept her busy. She also has 29 lapsed members to work through, but better processes will continue to make her workload more manageable. General queries are back to semi-normal levels, although despite the new handouts, some students still aren't following the new system, in particular with their insurance certificates. HG asked if it would be helpful/possible to add text to the 'Apply Now' page along the lines of "before applying, please ensure you have your insurance certificate handy, etc" in the same way some websites provide a checklist of what you need before you start. AM will update this and will ensure relevant fields are made mandatory.</p> <p>CC then explained some members get all the way through the application process but then don't pay as there is an issue with their PayPal account. They then can't log back in again to complete the application as they aren't logged as 'active' in our system, as this is a manual process. This is time consuming for members concerned and CC too. AM will explore this. HG wondered if we stopped them progressing or create a pending stage. AM/CC to discuss and see what solutions might be possible. ST asked about other 3<sup>rd</sup> party payment systems, like Stripe, but HG explained they need to interact with both WA &amp; MAW so might be difficult. It highlighted the previous issue that WA doesn't allow members to sign up without having recurring payments, but CC explained that student members can only make a one-off payment, so HG wondered if there is a PayPal 'rule' being applied to students that we could apply to registered members too to overcome this problem. ST will liaise with TE to see if it can be done.</p>	<p style="text-align: center;"><b>AM</b></p> <p style="text-align: center;"><b>AM/CC</b></p> <p style="text-align: center;"><b>ST/TE</b></p>

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<b>225.7</b>	<p><b>(8) Finance Update</b>  <u>Funds in Bank – up to 11Mar22:</u>            01-Nov-21: £55,966            11-Mar-22: £61,469            Surplus YTD: £5,503</p> <p>ST said the FY2020/21 accounts had been completed with the accountant and that filing with Companies House was imminent. She suggested that listing membership refunds as an expenditure on our AGM report was no longer necessary and the team agreed this could be left out for future reports, as the income/expenditure is accurate otherwise.</p>	
<b>225.8</b>	<p><b>(9) Marketing Update</b>            AM said the website is working better now, but the MAW walk-through videos are still taking time. Response times from MAW have slowed somewhat now we are in the maintenance phase and ST highlighted they haven't sent any invoices since February. AM said they are on their way.</p> <p>AM is working to add details for the Fellowship awards and has sorted out the CPD/events page. HG asked the team to continue using the spreadsheet on SharePoint to log any issues moving forward so we can keep track of things.</p> <p>AM then said the SEO project kicks off this month and he will be meeting with TE/MAW next month, starting with a mini-audit before building up an action plan. There will be a keyword focus on SFH (why it works/what it is) that will help build content for the website with SH.</p> <p>Some functions to improve include the article template and keeping visitors on our site and using our directory. AM said we could also have the function of adding google reviews to members' profiles, using an on/off switch. ST disagreed, feeling this could create division amongst members – those who use google reviews and those who don't and may not be popular. CC said she thought it was a good idea, but HG concluded our directory is to showcase profiles, and users can access member google reviews via their own websites when they click on the link to go there instead. NT added it may make members feel they need to ask clients for reviews, which may be challenging for newer members. HG suggested we could add an icon to FB/IG/Google so visitors could look there if they wanted to, but said it would be worth revisiting in future, and ST suggested SH could ask if members would be keen on this as part of a marketing survey at some point, although ST urged caution if not many members reply to the survey, it won't necessarily be a true reflection of all members' wishes.</p> <p>AM said it would be good to get more member engagement, including getting more members to use the membership seal and encourage others to do it too. HG asked if we can find out how many have populated their profiles so far, but AM said he asked MAW but this isn't</p>	<p><b>AM/ST</b></p> <p><b>ALL</b></p> <p><b>AM/TE</b></p> <p><b>SH</b></p>

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	<p>possible. AM added that Google Analytics are now up and running so, soon, we should have some data on how members/the public are using the site.</p>	<b>AM</b>
<b>225.9</b>	<p><b>(10) Standards Update</b>  <u>2022 audits have sampled:</u>                  20 members, of which:                  14 are completed                  0 became Associate members                  1 cancelled membership                  5 extended                  0 having ongoing support</p> <p><u>Lapsed members:</u>                  52 checked                  22 chased for logo removal                  1 of these renewed                  1 Standards enquiry</p> <p>NT has audited 20 members in this quarter and 5 have had extensions to Jun/July, and 52 have lapsed. She is involved in 1 Standards Enquiry with HG. Her work on Clinical Wills and Nuisance Calls is now on the website and added that she is meeting with a consultant this week with 30 years' experience working for the Met and wondered if we would like him to talk to us about staying safe online and face to face. She will update the team after their meeting.</p> <p>NT (and HG) will be on holiday for one week from 28<sup>th</sup> May, so NT/ST to liaise over any outstanding issues that may arise. CC asked if there was a list of members who should not be allowed to re-join, so she can be kept in the loop, but NT said we hadn't expelled anyone, but she will keep CC updated if this changes. HG/NT to create a 'watch list' for future use.</p>	<p style="text-align: center;"><b>NT</b></p> <p style="text-align: center;"><b>NT/ST</b></p> <p style="text-align: center;"><b>HG/NT</b></p>
<b>225.10</b>	<p><b>(11) Social Media Growth</b>                  HG asked the team on TE's behalf if we would consider paying someone to boost our social media rankings, citing one member who has over 3k followers. NT said we should be very careful as not all followers are equal (quantity over quality) and ST said we should continue to let it grow organically. The team's general opinion is we don't need to pay for followers at this time and HG added we don't 'sell' a service as the AfSFH, but instead provide a directory of qualified professionals who do, so social media strategies need to consider this from an organizational perspective. AM added we also provide education about SFH and it may be more beneficial to seek opportunities to collaborate with other organisations. NT said she had recently been invited into an IG 'pod' where the members all like/comment on each other's content, but AM said we could be downgraded if it's always the same people engaging with our posts. HG concluded it is better to invest in growing our Google ranking first, and AM will chat to TE about the possibility of creating a '# strategy'. SH/HG will remind members to like/comment/share our</p>	<p style="text-align: center;"><b>AM/TE</b> <b>SH/HG</b></p>

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	content moving forward too. AM asked if investing in social media training for the team would be more worthwhile and this may be possible in the future.	
	<b>Time and date of next meetings</b> <i>Executive Team Meeting</i> Sunday, 24 <sup>th</sup> July 2022, 10am-1pm Online via Zoom	