

AfSFH Committee Meeting Minutes

24th July 2022, 10.00am – 13.00pm – Online via Zoom

Present: Helen Green (HG), CEO
 Trevor Eddolls (TE), Head of IT & Social Media
 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. Fellowship Awards/Certificates (223.14, 225.2) – ST

Rolling Agenda Items:

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

Items Arising this Time:

10. Team to review time between audits for members – TE/NT
11. CNHC Quality Audit – HG
12. Payment Alternatives to PayPal - ALL

No.	Minute	Action
	<p>Confirm Meeting is Quorum</p> <p>Apologies Andrew Major (AM), Head of Marketing</p> <p>Minutes of the last meeting 22nd May 2022</p>	<p>This meeting was quorate</p> <p>Accepted</p> <p>Approved</p>
227.1	<p>(2) Fellowship Awards/Certificates ST confirmed this was still in progress and trophy/certificate will be ready to approve in due course.</p>	ST
227.2	<p>(3) Communications to Supervisors Next networking meeting is scheduled for 20th September and the next newsletter is due out in the Autumn. HG has been communicating with CPHT about how we can cross-promote both whilst maintaining our independence. HG is due to attend the CPHT Senior Lecturers' Meeting this week to ensure they are promoting us to students. ST asked HG to enquire at the meeting about what they would like to happen whenever we get queries/complaints about CPHT training course content on our FB group. TE asked who would be at the meeting and HG understands it to be Susan Rodrigues and extended to all Senior Lecturers at CPHT. ST highlighted TE's recent shared article on the FB group that suggested changes in research that may impact how we work/what CPHT teach, so</p>	HG

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	<p>she added it would be helpful for CPHT to let us know how to respond or inform all graduates about any changes. HG said it would be good to have comms on this and TE highlighted that Supervisors should be informed first as a priority and HG/ST agreed.</p> <p>NT asked whether CPHT still have separate websites and FB groups for each school and TE/HG explained that their FB groups are still different, but they have a new website now which has 'offshoots' to the different schools within it, rather than redirecting to different websites for each.</p>	<p>HG</p>
<p>227.3</p>	<p>(4) Journal Update & Assistance required</p> <p>SH said another new podcast has been recorded this month and she hopes to have Guy Shennan appear on the next one as a guest. The next journal is 95% done.</p> <p>Re the recent survey, ST suggested the first priority is to try and get more members to reply. TE confirmed that we never receive huge numbers, but responses have never been this low before. HG suggested we include what we do with their responses as part of feedback.</p> <p>One survey response asked to have language patterns made available, but TE highlighted this comes with copyright issues, so HG suggested metaphors written by members instead. SH will ensure members are happy to share their work and that they are credited too. CC suggested we could add a link to the metaphors on CPHT's website too as part of our collaboration. HG added that NCH provide language patterns on their website. SH will ask the people that have already provided examples if they are the author and if they are happy for us to add it to our website.</p> <p>Another survey response asked to have a postcode search/map view for our directory. HG said this facility is a Royal Mail type look up and can cost a lot of money (circa £10k), but ST said it might be worth investigating this now, in case options have changed since we last looked into it. CC agreed it was worth looking into, so it was agreed ST to liaise with AM to check with MAW/WA if it can work, how it would work and what the costs might be. HG said that this would not necessarily improve 'findability' on Google as that relates to SEO but would be good to explore this.</p> <p>Re getting more engagement, ST had suggested a £10 amazon voucher be offered as an incentive to one member picked randomly from all those who respond to our surveys. HG felt this could be seen as unethical due to motivation bias and suggested that opinion should not be sought in return for reward from a research point of view, but ST felt it perhaps wouldn't cause bias, as the offer shouldn't influence what answers they may give, just that they participate. HG suggested a quiz format could be more appealing when seeking opinions and views as people like to self-discover e.g., like responding to personality quizzes etc. ST suggested changing from a survey accessed from a link to using FB polling to remove anonymity and encourage engagement at the time members are using FB. She added a link could also be included in the newsletter for</p>	<p>SH</p> <p>SH</p> <p>SH</p> <p>ST/AM</p>

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	<p>those members not on the FB group. CC suggested we could have a regular slot for the poll, like 'Poll Day Thursday' and ST suggested 'Feedback Friday'. HG said we would need to be careful about the questions we ask, especially if some members would not like to have non-anonymous answers and ST said we could start with the last survey we sent out and see if we get more responses. NT said it would be helpful to add the reason we are asking so members can see there is a purpose/benefit to our questions to help them and give back. SH suggested we could have monthly themes and launch with 'This month we are focusing on '...' and we can then drip feed throughout the month. CC added engagement will help combat isolation many members experience since we have less opportunities to meet and get to know our colleagues. She suggested some of it could be data-driven, but also have some fun/engaging questions too. TE wondered if people are moving off FB, whether IG would be better, but SH highlighted that IG is open to all and not targeted just to our members, so we will stick with FB. The team then explored ideas that could be included, so HG asked SH/TE to come up with a strategy. HG then asked SH to add LinkedIn and YouTube to our social media banner in the journal, just so members are aware we now have a presence on multiple platforms.</p>	<p>SH/TE SH</p>
<p>227.4</p>	<p>(5) IT & Social Media Update <u>We currently have:</u> 461 members on our Facebook group 1,358 likes on our FB page 460 we follow on Twitter 866 following us 438 we follow on Instagram 483 Instagram followers 93 followers on LinkedIn</p> <p>TE said we are seeing growth in all areas of social media. He added that Andy Hill is writing a long article on how to do SFH properly, so TE has asked him to do a public-facing one too, to explain what the experience is likely to be for prospective clients. TE then shared that one of his supervisees says that the term 'hypnosis' is searched for more often than 'hypnotherapy', so he will explore this further through Google Insights. TE added that he has sent a list of bounceback emails to CC to check.</p>	<p>TE</p>
<p>227.5</p>	<p>(6) Membership Update <u>We currently have:</u> 698 registered members 210 student members 8 Associate members 2 International <u>4 admin</u> 922 in total</p> <p>CC said we have seen a lot of students upgrading recently, so the above numbers reflect the shift to registered members. She also is seeing</p>	

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	<p>more people cancelling due to closing their practice, and they are being offered Associate membership. Also, some are reducing costs by only belonging to one professional organisation. HG reminded everyone that Associate membership does not provide the same benefits as registered – such as appearing on the public directory or having access to the closed FB group (anyone who switches to Associate should be removed from the group).</p> <p>CC updated the team that she can now do manual password resets by logging into the MAW site, and this has made a big difference, making things more efficient. There is only 1 member left who can't login and MAW are working on this.</p> <p>CC explained that she will be less available over the summer school holidays but will put on her out of office with a list of answers to top queries and she is confident she will be able to pick things up on her return. HG has asked AM to be the backup for any urgent membership/website issues.</p> <p>CC asked that we discuss reviewing the whole renewal process at the next Exec meeting. For example, all current repeat reminders are identical, but it might make better sense to have different ones depending on where they sit in the process. HG asked CC to liaise with AM and to review the letter suite with SH in terms of aligning comms.</p>	<p style="text-align: center;">CC</p> <p style="text-align: center;">AM</p> <p style="text-align: center;">CC/AM/SH</p>
<p>227.6</p>	<p>(7) Finance Update <u>Funds in Bank – up to 11Mar22:</u> 01-Nov-21: £55,966 24-Jul-22: £65,031 Surplus YTD: £9,065</p> <p>ST said all remains stable with the finances. She had an issue with missed invoice emails from MAW due to M365 outlook formatting, but TE/HG explained how to change this so it should not be an issue in future.</p> <p>TE asked if our surplus is better than before and ST confirmed that yes, currently it is growing due to increased membership but reduced/stable expenditure.</p>	
<p>227.7</p>	<p>(8) Marketing Update</p> <p>HG updated the team on behalf of AM and said that work is going at pace now with MAW. The Fellow page is now up on the site and MAW are working on the walk-through videos too. They are also working on specific content to boost SEO including 'What is SFH?'. They are sending out individual login details to the team in due course.</p> <p>Analytics show we had a fall in traffic in June, probably due to less members accessing the website to update their profiles. Generally, members are spending more time on the site (which is good for SEO) and HG found it interesting that 64% of traffic is from desktop users. TE</p>	

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	<p>suggested this is because they are typing in details for their profile which is easier to do from a desktop than a phone perhaps. 48% of traffic in June was direct access (not from a search), 39% came from search and the rest came from social media/referral.</p> <p>HG also added that site speed is now improving, although some images still need tweaking. We are ranking well for ‘Solution Focused Hypnotherapy’ and the next focus will be on different conditions SFH can help (such as IBS) as well as ‘local’ and ‘near me’ traffic for the directory. MAW are taking time, but AM continues to push them. HG would like us to have more blogs focusing on the public audience. SH has been working with AM on this.</p> <p>HG then asked about ‘Google Cards’ (snippets) – TE to explore how we can feature in these moving forward.</p>	<p>AM/SH</p> <p>TE</p>
<p>227.8</p>	<p>(9) Standards Update <u>2022 audits have sampled:</u> 40 members, of which: 31 are completed 0 became Associate members 1 cancelled membership 7 extended 1 having ongoing support</p> <p><u>Lapsed members:</u> 52 checked 22 chased for logo removal 6 of these renewed 2 resolved/logos removed 14 ongoing 0 Standards enquiry</p> <p>NT said that the latest audit has started but some of the March audit members have been extended to July. There is one member who seems to be ignoring NT. HG suggested she give it one more try and then NT can remove their membership for non-compliance with the Membership Agreement, Code of Conduct and Audit Policy. NT then said 6/22 from the last lapsed list have since renewed. CC is due to send the latest lapsed member list, highlighting most of them are students. She won’t be archiving them in future. NT said the next audit is now due in September.</p> <p>NT then explained she has been working on information on staying safe for members, such as ‘what can I do to protect myself and my business’. It includes staying safe online and in the therapy room, how to protect your website/social media profiles, what to do with fake reviews or negative comments and the process involved if a complaint is made against you. NT asked the team for any other ideas, and HG added how to avoid getting scammed digitally. ST suggested also non-digital scammers, such as companies that cold call you asking you to pay for a service (that often doesn’t exist). NT also commented on her collaboration with colleagues for the article on mutism and said some of</p>	<p>NT</p> <p>CC</p>

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	them were pleased because they wouldn't have written an article on their own.	
227.9	<p>(10) Team to review time between audits for members</p> <p>TE explained that one of his supervisees has been randomly selected for audit twice in 3 years of practice and NT explained she currently excludes members who have been audited in the previous 12-month period. The team discussed whether that period should be extended to 2 or 3 years to allow for more members to be audited across the entire cohort. The team voted and agreed to extend it to 2 years to ensure members kept up their standards once audited.</p>	NT
227.10	<p>(11) CNHC Quality Audit</p> <p>HG explained the recent CNHC meeting she attended with ST for Verifying Organisations related to data collection. She highlighted that the CNHC is launching a quality audit across its members and Hypnotherapy is the first group to be checked across 30-40 different criteria. HG/NT/CC to go through it – HG will ask other members of the Exec for contributions as appropriate and collate all the info. HG highlighted that the CNHC have asked for hard copies, but she will ask for it to be electronic as we continue to work towards reducing our carbon footprint. SR also offered to help and ST will help with any questions relating to our finances.</p>	HG/NT/CC/ST HG
227.11	<p>(12) Payment Alternatives to PayPal</p> <p>The team discussed introducing a PayPal payment link, as members cannot pay by debit/credit card as a one-off payment currently. TE highlighted the high number of members who cancel their auto-renewal after set up. ST discussed how Stripe/SumUp etc differ to PayPal and that they carry issues with accounting and access to funds, so she would be in favour of maintaining PayPal. She will explore if it is possible to have a generic link in PayPal that can be emailed to members who don't have a PayPal account or wish to pay as a one-off payment. This will mean manually updating WA, as it will only accept automatic payments using the PayPal Checkout system but may make the process easier overall than it currently is.</p>	ST
227.12	<p>AOB</p> <p>HG suggested creating a 'List of 20 things you can do when you join the AfSFH' as an infographic (or more or less depending on how many we come up with) that can be distributed to new members, as well as another one for existing members. Such an infographic would also be nice to share on social media and even have on the website. HG asked TE and SH to have a think about this and see what we can create.</p>	TE/SH/HG
	<p>Time and date of next meetings</p> <p><i>Executive Team Meeting</i> Sunday, 9th October 2022, 10am-1pm Online via Zoom</p>	