

# AfSFH Committee Meeting Minutes

26<sup>th</sup> January 2024, 09.00am – 11.00am – Online

**Present:** Trevor Eddolls (TE), Head of IT & Social Media (acting chair for the meeting)  
Nicola Taylor (NT), Head of Standards  
Andrew Major (AM), Head of Marketing  
Claire Corbett (CC), Head of Membership  
Sally Hare (SH), Head of Communications  
Sarah Coward (SC), Head of Finance (took minutes)

**Apologies:** Helen Green (HG), CEO

## **Agenda:**

1. Approval of last Meeting Minutes (26.11.2023) – ALL
2. Update on SLAs for MAW and update re: new Membership Database (2311.3) – AM/CC
3. New Training Schools – inc. SFTA & process for student membership if approved - update (2311.5) – HG/NT
4. Team to create and upload job descriptions and handover documents to SharePoint folder Documents/Executive Management/Exec Handover Documents (2311.6) – ALL
5. CEO Succession Planning and Process; names of any interested nominees/applicants to be sent to HG by the end of January 2024 - update. (2311.7) - ALL

## **Rolling agenda items:**

6. Standards Update – NT
7. Communications to Supervisors – HG
8. Journal Update and assistance required - SH
9. IT & Social Media Update - TE
10. Membership Update – CC
11. Finance Update – SC
12. Marketing Update – AM

## **Items arising this time:**

13. Exec Meeting Dates – March 2024 'Away Day' Plan – ALL
14. A.O.B

No.	Minute	Action
2401.1	<b>(1) Confirm Meeting is Quorum &amp; Approval of last Meeting Minutes</b>  <b>Apologies:</b> Helen Green (HG), CEO  Minutes of the last meeting 26 <sup>th</sup> November 2023	<b>This meeting was quorate</b>    <b>Approved</b>
2401.2	<b>(2) Update on SLAs for MAW and update re: new Membership Database</b>  AM has been talking to MAW about a system whereby we can log faults/amends for the website and CRM system to aid our better communication with MAW and keep track of issues better. MAW confirmed he has got a system like 'Facebook' that will allow us as a team to submit questions etc. and he can report back – this will be	<b>AM/TE to meet MAW on 12<sup>th</sup> Feb.</b>

## AfSFH Committee Meeting Minutes

**26<sup>th</sup> January 2024, 09.00am – 11.00am – Online**

<p>demonstrated to AM and TE on 12<sup>th</sup> Feb. AM hopes this will be a solution, so we can all see progress and avoid using emails and removes AM as a blockage re: communication with MAW. So, this will help progression.</p> <p>Re: Membership app process – CC and AM confirmed that they had been testing the student application process this week and feel that they are very close to finishing. A few tweaks and amendments to make. AM confirmed that the process is working and that this coming week, MAW will be taking in all final feedback, there is a meet up to demo final changes. He's going to roll out changes and switch the process live very soon. The data will be held in his database. AM confirmed good progress is being made.</p> <p>CC reported back that she has struggled to test this new application process sufficiently (run out of email addresses to use) but had used family email accounts to test more. CC confirmed that more volume testing will be required, which we need to think about and use help from all the exec team. (We can delete previous test emails which helps). CC reported that she would like a plan re: testing and for us as a team to test 'on mass' and try and 'break it' to ensure it is robust. CC confirmed that we've streamlined and improved the application process. CC expressed her concern that the 'behind the scenes' admin side is more of a concern. (We will be running two databases in tandem at one point) CC confirmed that there is admin functionality that needs addressing and checking. SC and the team asked; what can we do to help? CC and AM confirmed that at this stage – last tweaks and functionality to do. So, CC and AM will ask for team help to do applications soon. From the user perspective this new front-end data is all in MAW system. CC warned that It's the 'back-end' admin functions that could get worse before they get better.</p> <p>TE asked when and if we have a 'go live' date yet re: new student application process? AM said it's the testing and time that affects live and launch – it could be x4-8 weeks to launch live if testing done and the end of February is a realistic deadline. CC and AM are keen to get it live and launched and are confident it will work. (It's the admin side that's of concern for CC).</p> <p>TE: asked the team about thoughts re: keeping current database Wild Apricot (WA) in place and length of time we anticipate that we need to keep it?</p> <p>The team discussed the length of time we need to keep WA live too. AM confirmed that there are still several more stages to go including data migration from WA into MAW database. The general feel was that the move off WA will be some months away and we anticipate another 6 months at least with WA. (monthly subscription).</p>	<p><b>AM to keep team apprised of progress.</b></p> <p><b>CC to confirm to team when testing help needed. ALL to help.</b></p> <p><b>AM/CC to keep team apprised of 'go live' date</b></p> <p><b>AM/CC to keep CEO apprised of any changes/end date re: WA</b></p>
--	--

## AfSFH Committee Meeting Minutes

**26<sup>th</sup> January 2024, 09.00am – 11.00am – Online**

<p><b>2401.3</b></p>	<p><b>(3) New Training Schools – inc. SFTA &amp; process for student membership if approved – update</b></p> <p>NT provided this update to the team:</p> <p>New training school. - NT and HG have produced a robust ‘training schools requirements/policy document’ which will soon be ready to share with the team. This document will be very helpful regarding the future and any other training schools that approach us. This document will be shared with the exec team soon. A new folder has been set up on SharePoint in the exec management area – Training management folders – everything to do with training schools to be filed here going forwards.</p> <p>NT provided this further update: On the 15th Jan, CNHC informed us that they had updated their criteria for membership, and it is now a requirement that applicants must have a minimum of <i>9 months training</i> to join CNHC. (and evidence of training has to be provided). We’ve been asked by CNHC – that we need to verify and check that 9-month training is provided.</p> <p>NT stated our conclusion: All training schools will need to show their candidates are in training for 9 months for the AfSFH to approve membership of our association.</p> <p>It was confirmed that this would be the same for members with SFBT training – students must have at least 9 months of training including SFBT and hypnotherapy and it must be evidenced).</p>	<p><b>NT/HG to share training school doc with team when appropriate.</b></p>
<p><b>2401.4</b></p>	<p><b>(4) Team to create and upload job descriptions and handover documents to SharePoint folder Documents/Executive Management/Exec Handover Documents</b></p> <p>Mostly all the members of the exec team have done this. Those remaining are: NT, CC and AM. NT will upload Job description. CC will do this, this afternoon and AM to do by next Friday 2<sup>nd</sup> Feb. – (to file in Exec management folder). CC said she would upload what she has for now and this will need to be updated after the new database is in place.</p>	<p><b>NT to upload Job description. CC will upload docs this afternoon and AM to do his by next Friday 2<sup>nd</sup> Feb.</b></p>
<p><b>2401.5</b></p>	<p><b>(5) CEO Succession Planning and Process; names of any interested nominees/applicants to be sent to HG by the end of January 2024 - update</b></p> <p>TE read out notes from CEO: this confirmed successor names CEO has been given. (three names were presented to the team).</p> <p>TE raised his hopes that the new CEO would have ideas for the future and help with vision and strategy for the future, for e.g. with future events etc.</p>	

## AfSFH Committee Meeting Minutes

**26<sup>th</sup> January 2024, 09.00am – 11.00am – Online**

	<p>After some discussion it was apparent that no one on the exec team, at this point in time, really wants to take on this role (due to constraints of time). TE reminded the team that it would be good for any likely successor candidates to be present and attend a future exec team meeting and the forthcoming 'away day'.</p> <p>We all discussed that we have other skills we could bring to help any future CEO. It was agreed we need a strategy and plan for the team and association. We also discussed current numbers on the Exec team and whether we need another person. TE asked SC if this could that afforded? SC to discuss with CEO and to give more consideration. Good idea in principle if we need more help and if another person could bring something new to the team that we might be currently lacking.</p> <p>To summarise: three potential successor names were proposed by the current CEO of which one (who is a present exec member) discounted themselves. So, after discussion in the team around other likely external candidates, four names and potential candidates were agreed upon. (these names will be passed to current CEO) after this meeting for due consideration and for the final candidates to be invited to away day at the decision/discretion of the current CEO.</p>	<p><b>SC to send list of all names to CEO for consideration and next steps.</b></p>
<p><b>2401.6</b></p>	<p><b>(6) Standards Update – NT</b></p> <p><u>2024 audits have sampled:</u>              80 members, of which:              53 are completed              10 cancelled membership              3 became Associate members              5 extended              9 reminders sent – deadline 31.1</p> <p>Lapsed members:              0 being checked              0 chased for logo removal              0 of these renewed              0 resolved/logos removed              0 ongoing              3 Standards enquiries</p> <p>NT provided this update: There have been 3 standard enquiries since the last meeting which are all resolved. Including one from a member of the public with a complaint re: unsolicited email. This was resolved satisfactorily – NT and CC both raised points about all members being careful about email marketing activity with proper consent in place. CC – be mindful of email marketing and to remind members. NT has updated our 'code of conduct' and a bigger section on advertising and use of testimonials etc. and we'll be doing some articles on the back of this in the hypnotherapy today journal. Audit update: 20 members in Jan – (NT confirmed that changes to figures will happen). Jan audit finished and next one Feb/Mar. NT confirmed that the updated Code of Conduct</p>	<p><b>NT to send updated Code of Conduct to</b></p>

## AfSFH Committee Meeting Minutes

**26<sup>th</sup> January 2024, 09.00am – 11.00am – Online**

	<p>for all members is now done and pending approval. Will be sent to chair soon for approval. Journal feature might be helpful. And FB posts too around the changes and updates in the Code of conduct. Guidance policy for training schools – internal doc – will be available soon. (Members don't need access to it – it will be sent to training schools when they apply to us).</p>	<p><b>CEO for approval and to keep team appraised.</b></p>
<p><b>2401.7</b></p>	<p><b>(7) Communications to Supervisors</b></p> <p>TE read out notes from HG that had been sent: This confirmed that the Supervisors Newsletters had gone out and confirmed that the next supervisor meeting will be held on Tuesday 30th January 2024.</p>	
<p><b>2401.8</b></p>	<p><b>(8) Journal Update and assistance required</b></p> <p>SH provided this update: confirmed that next journal is due out early May. Articles are all planned, and content is coming along well. Podcast content is also sorted. (Sally has names of x4 upcoming guests). TE has an article on positive psychology to also send SH. Deadline for articles: <b>March 18th.</b></p>	<p><b>SH/TE to keep updated.</b></p>
<p><b>2401.9</b></p>	<p><b>(9) IT &amp; Social Media Update</b></p> <p><u>We currently have:</u>  575 members on our Facebook group  2,005 likes on our FB page  448 we follow on Twitter  867 following us  663 we follow on Instagram  702 Instagram followers  147 followers on LinkedIn  94 followers on Threads</p> <p>TE provided this update – Twitter (X) followers are decreasing as people leaving platform X. All other followers and SM platforms are increasing.</p> <p>TE asked – if anyone has changed their MS365 password recently? The team can't change MS365 passwords. Full admin rights role must update passwords. TE will update BCP when new CEO in place. The team have 4 months to update and change their passwords. TE asked all team to update their passwords in anticipation of the new CEO coming in. TE to action.</p> <p>TE confirmed any posts on FB groups that advertise anything e.g. Supervision to be removed as per our policy. TE also confirmed MAW – sluggish in their response to some outstanding matters. Re: the self-care / CPD forms on the site. We need to add to list of requirements for MAW to enable us/users to make these changes. We need to capture these requirements. CC suggested a 'wish list' of non-urgent actions/updates should be sent to MAW. We acknowledge MAW busy and stretched in their team. TE also confirmed he'll be attending a</p>	<p><b>All team to update MS365 passwords by May 2024. TE to action.</b></p>

## AfSFH Committee Meeting Minutes

**26<sup>th</sup> January 2024, 09.00am – 11.00am – Online**

	<p>meeting on 12th Feb – a/c meeting coming up with MAW. We hope this will help progress these issues.</p> <p>3 Blogs uploaded this month which is good. Another point to note: Google search for AfSFH phone number – the result gives Debbie Pierce’s number. So, she’s getting calls meant for us. However - no action is needed now as this will be resolved with the move of database.</p>	
<p><b>2401.10</b></p>	<p><b>(10) Membership Update</b>  <u>We currently have:</u>              852 Registered members              201 Student members              20 Associate members              3 International  <u>4 Admin</u>              1080 in total</p> <p>CC provided this update: lots of schools graduating in December therefore lots of members upgrading in Dec (student to registered). Some associate numbers – have remained the same but movement within them. Associate members are those not practicing anymore. Associate membership ‘is doing its job’ for those taking a break which is useful for time of audit. New system: criminal record – line if this is not true – contact us – we give a contact form. We’ve made it a bit more overt.</p>	
<p><b>2401.11</b></p>	<p><b>(11) Finance Update</b></p> <p><u>Funds in Bank – up to 25 Jan 2024:</u>  <b>01-Nov-23: £77,460</b>  <b>25.01.2024: £75,713</b>  <b>Surplus YTD (inc PayPal): £3,081</b></p> <p>This year’s surplus is £3k so far. ST has now fully completed handover and done handover video and notes for SC use.</p> <p>Accounts: ST completed the accounts for Nov22-Oct23 year end and emailed Richard Alsept on 4th Jan – SC expects to hear back from him come February. SC has changed passwords for MS365 and has updated PayPal with SC phone number for 2-factor identification purposes.</p> <p>SC <b>attended CPHT Licensee Meeting on 5th Dec</b>. Main feedback:</p> <ul style="list-style-type: none"> <li>• May and November 2024 would be suitable months to meet in future.</li> </ul> <p>Points SC will need to report back on in May:</p> <p>Re: Students don’t seem to be able to register from their mobile:</p> <ul style="list-style-type: none"> <li>• Andrew and Trevor testing new members application system and hopefully by May 2024 students will be able to join and set up their membership from their mobiles by this time. SC will keep informed and report progress in May.</li> </ul>	<p><b>SC to keep appraised and report back in May 2024.</b></p>



## AfSFH Committee Meeting Minutes

**26<sup>th</sup> January 2024, 09.00am – 11.00am – Online**

	Content strategy work – AW has a plan for new content around new pillars – one piece of pillar content (with cluster content) to aid Google search and membership – Action: AW to send out draft doc next week – can be added and commented on. To develop a final content plan for us all. Boost our SEO values. To be shared in next few days. Then a final plan to then go into production.	<b>Action: AW to send out draft content strategy doc next week to team.</b>
<b>2401.13</b>	<b>(13) Exec Meeting Dates – March 2024 ‘Away Day’ Plan</b>  TE read out message from HG: that most venues investigated do not have availability or don’t accept small meeting groups. So likely we will go back to Aztec West Hotel, Bristol again. Date confirmed: 16th March To be booked.	<b>CEO/SC to action and book venue.</b>
<b>2401.14</b>	<b>(14) A.O.B</b>  NT volunteered and will do a reminder post – on Facebook group – reminding members of group rules and client confidentiality. To action. (considering SC’s CHPT Licensee meeting feedback).	<b>NT</b>
	<b>Time and date of next meeting:</b>  <i>Executive Team Meeting</i> Saturday 16 <sup>th</sup> March 2024, 10am-5pm (Away Day) <i>Aztec West Hotel, Bristol</i>	