

AfSFH Committee Meeting Minutes

9th October 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
3. Liaison with CPHT Schools (227.2) – HG
4. Renewal Process Review (227.5) – CC/SH

Rolling Agenda Items:

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

Items Arising this Time:

12. AHD & Supervision promotion – ST
13. Criminal Record Declarations Process – HG
14. December Meeting – ALL
15. Google Ads - 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 24th July 2022</p>	<p>This meeting was quorate</p> <p>Accepted</p> <p>Approved</p>
2210.1	<p>(2) Fellowship Awards/Certificates ST apologised for the ongoing delay in getting the certificate and awards completed and shared the template created for the certificate. ST to finalise a few final tweaks before printing via Canva. ST also explained the award would be best purchased from Timpson as it's the only place locally ST can actually handle it to ensure it is good quality. She will action this asap.</p>	<p>ST</p> <p>ST</p>
2210.2	<p>(3) Liaison with CPHT Schools HG was invited to attend a recent CPHT Senior Lecturers' Meeting. Some lecturers were happy with what the AfSFH offer in terms of resources for their students and supervisees, whereas others seemed</p>	

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	<p>uncertain as to why they should promote AfSFH as an organisation to their students. HG explained DN's original intention for the AfSFH to be an independent body to CPHT, to function as a public-facing body that sets high standards in the niche area of SFH, but acknowledged the link that exists between the two organisations as we are the only members' Association for SFH specifically and CPHT are the only SFH school in the UK. HG asked the lecturers to offer solutions to any issues they perceived in how the two organisations work, but none were forthcoming at the meeting, but hopefully things may become more cohesive moving forward. HG added that she had again reminded CPHT that legally the AfSFH cannot favor only one training organisation, but that any practitioner who has appropriate qualifications in hypnotherapy and Solution-focused methods would be eligible to join the AfSFH, irrespective of where they had attained those qualifications.</p> <p>ST explained that, in her other role as Administrator for the AHD and Supervisor Training course, she had received some feedback from a few lecturers also at the meeting and that there did seem to be a gap in communication and understanding about how the two organisations should work together. ST offered to become 'CPHT Training School Liaison' for the AfSFH, given her access to lecturers now through the AHD/Sup courses. The team voted in agreement and ST plans to speak to SR and then reach out to individual lecturers in an effort to enhance relations and understanding between the two organisations and will be available to attend the next CPHT Senior Lecturers' Meeting due in March 2023.</p>	ST
2210.3	<p>(4) Renewal Process Review CC said this seems to have ceased to be a problem since the last meeting, so she will review for our next meeting.</p>	CC
2210.4	<p>(5) Communications to Supervisors The Supervisors' Networking Meeting took place last week on 4th October and we welcomed 2 new faces. HG summarised what was discussed as follows:</p> <ul style="list-style-type: none"> • How to protect ourselves and our business – highlighting a few incidents recently with plagiarism of websites, materials etc and 'fake' clients attempting to disrupt colleagues in N. Ireland. HG explained that the AfSFH is working on producing a document for members about staying safe and that there would also be an article plagiarism in the next issue of the journal. • NCIP (National Council of Integrative Psychotherapists) has changed their interpretation of ASA guidance relating to using testimonials in marketing and has contacted all their members asking them to remove all testimonials from websites and other marketing. HG explained that it is always best to go directly to source to find out what is actually the case, and the ASA don't appear to have any issue with testimonials, if done correctly (they even have a webpage explaining how to use testimonials) • Being aware of spam/fake clients – don't rush to reply, listen to your intuition. 	NT/HG

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	<ul style="list-style-type: none"> • Not following Marketing gurus’ advice to ‘niche’ in SFH practice as it doesn’t necessarily apply in our work in helping with a wide range of conditions and issues. • The importance having a good profile picture and completing online profiles for SEO were also discussed. <p>The next meeting will be scheduled in late January. HG added we need to put a note on the Supervisor Directory page to highlight Supervisors must contact us separately to have their details included or updated in the journal.</p> <p>TE added that someone had suggested to him that our Supervisor listing in the journal would be better if on 2 pages together, rather than one page on inside front cover and one on inside back cover as members might not realise there are more Supervisors available beyond the first list. The team discussed how we might achieve this with our layout and SH offered to speak with the designer as to a rethink. ST asked to ensure we future-proof it for higher numbers as we are due to have more Supervisors joining soon after the next training course in November. HG suggested we put one page on the last page of the journal and the second page stays on inside back cover, as the contents page at the front needs to stay as it is. SH will discuss with the designer.</p>	<p>TE/AM</p> <p>SH</p>
<p>2210.5</p>	<p>(6) Journal Update & Assistance required</p> <p>SH shared that she and TE had completed their first guest podcast with Guy Shennan, due to launch on Monday and it went really well. Guy is also sharing it widely on his platforms too. The next guest is Loretta Breuning, due in December. Dr David Hamilton hasn’t responded yet, despite a few attempts to contact him. David Williamson is next, from Action for Happiness, and after we have a few more under our belt, we will approach Dr Rangan Chatterjee and others.</p> <p>SH then said her ‘Community Call Out’ on the FB group on Friday was quite successful, engaging lots of members to share their workspaces and be inspired.</p> <p>The journal is well under way with AM’s article on website plagiarism, NT’s article on auditing, TE’s article on the ‘SF Guide to Firewalking’ and another contributor writing an Autism-related article. A couple of others have been submitted, but were aimed at the public, so SH has asked them to tweak it to being member-focused instead, while also reminding them they can publish the public-focused versions on our website.</p> <p>SH suggested the next members’ survey could be on marketing, in terms of what actions work best. ST said we have done this before and it would be helpful if we could make it region-specific, as different locations have different challenges/opportunities (no. of SFH in area, rural or city-based, wealthy or less wealthy residents) meaning no one marketing strategy will work for everyone everywhere. HG suggested we make it more fun or engaging – what are your goals for 2023? ST liked this idea and said it could be like doing the MQ on members – what would you like</p>	

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	<p>to be doing in the next week/month/year. NT added we could ask ‘what’s been good in 2022?’ to end this year or also in January, SF ways of getting rid of unwanted Xmas presents without offending anyone! SH to explore.</p> <p>HG added there is now a podcast page on our website and asked TE if we get any data on how many listens they are getting. SH said they had noticed listens had dipped since the first one launched, but the hope is that the guest podcasts will improve engagement.</p>	SH
2210.6	<p>(7) IT & Social Media Update <u>We currently have:</u> 472 members on our Facebook group 1,782 likes on our FB page 457 we follow on Twitter 869 following us 471 we follow on Instagram 511 Instagram followers 109 followers on LinkedIn</p> <p>TE explained FB have now changed ‘likes’ to ‘followers’ so he has updated the dashboard accordingly.</p> <p>TE talked through his process in creating the ‘40 things you can do on the AfSFH website’ project, especially as the number keeps increasing. He then shared a flipbook he created and a video version on YouTube. The team all agreed the flipbook was great and HG added it would be good to tweak the design slightly to include more branding colours. TE explained we have freedom for design, but that it can only be embedded in our website as it’s saved as a jpeg. ST asked if we could have a contents list of all the pages to make the flipbook more user-friendly long term, so members could quickly go to the page they need instead of having to scroll through all the pages each time. ST added she wasn’t as keen on the video version for the same reason, as members would need a reference of where to find each item in a time-stamp list to make it more useful. CC asked if we could do FB reminders to drip feed each of the items and direct members to our website. TE suggested daily but ST felt this would be too much, and better to do it on a regular weekly slot, such as every Monday. HG was concerned about the YouTube video being available to the public as it is a members-only item. TE said it could be unlisted on YouTube, so not searchable or visible unless you have the direct link which we could send to members. Once the flip-book is finalised it was agreed that this should be available to members on the Dashboard page.</p> <p>HG wondered if we should create a specific infographic or checklist covering what to do when you are ‘just qualified’ but TE said space would be the main challenge with so much information to share. HG explained it could be a different one, just for new members, but ST suggested this would be surplus to requirements because the flipbook provides what they need nicely in a usable format. HG added a note to</p>	<p style="text-align: center;">TE</p> <p style="text-align: center;">TE</p>

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	<p>SH to add social media logos to the back page of the journal for Twitter, Insta, LinkedIn etc, just to remind members that we are available on multiple social media platforms.</p> <p>The team then discussed updating the ‘quick list’ on the website login page, having recently added the Account Help link. HG suggested moving the Account Help link to the top of the list and removing the link to Covid updates (the page to stay live, just the link to go). TE will try to action – if any issues, will liaise with AM/MAW. ST then asked if it would be useful to combine the CPD log and Supervision log into one document (2 separate logs on separate pages), so only one link needed, rather than two. NT & HG agreed and HG also asked for the ‘authorised’ column header to be adjusted in the CPD section, as we don’t ask lecturers to sign off CPDs for members.</p> <p>TE then updated the group that links to our new podcasts are now available in different places. HG asked how the interview with Guy Shennan went and TE/SH both said it was really good. SH added they sent questions to him in advance which was helpful. HG then asked how PodBean is doing as the software to create the podcasts. TE explained we are still using the free version which does its job well enough. We are halfway through the space allocation the free version provides before we need to pay and HG suggested we can explore providers and upgrade nearer the time.</p>	<p>SH</p> <p>TE</p> <p>NT</p>
<p>2210.7</p>	<p>(8) Membership Update <u>We currently have:</u> 720 registered members 183 student members 11 Associate members 4 International <u>4 admin</u> 922 in total</p> <p>CC highlighted that, overall, we have the same total number of members as last month, but the shift has come from students upgrading to registered members. ST asked if CC would find it helpful to know when the various CPHT schools are training, to be aware of peaks/troughs in student member numbers and she said yes, so ST to liaise with CPHT and provide details to CC.</p> <p>CC added that having access to the MAW database has helped immeasurably, improving her time spent with members who can’t set or reset their passwords.</p> <p>CC asked for the renewal review to be moved to next meeting agenda</p> <p>The lapsed members list needs looking at again. CC explained she sends an email to tell them they have lapsed, saying ‘if we don’t hear from you in the next 2 weeks, we will assume you no longer wish to be a member.’ Then, later, NT will contact them to remove logos and the</p>	<p>ST</p> <p>ST</p>

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	<p>member ends up re-joining, so it is a long-winded process for CC as well as members that don't actually want their membership to lapse. CC/NT to discuss how to capture those that will want to renew before they get archived. NT suggested adding 'ACTION REQUIRED' in the subject header may help. HG suggested a 'Sorry You're Leaving' email could help, highlighting that they will be asked to remove logos etc, so that this action is made clear should they wish not to renew, instead of waiting/being surprised to be contacted by NT, when they may already have lapsed.</p> <p>CC then updated the team with an example of the incorrect Student Membership Certificate that says 'Registered Member' when it's not supposed to. HG said she would action this with AM as soon as possible to ensure this is immediately changed by MAW.</p> <p>CC then discussed when CPHT first mentions the AfSFH during training, it would be helpful to get a list of student names on each course to reduce the time she currently takes in trying to verify with Lecturers if an application is valid, as well as reducing the delay this causes in processing student applications. ST/CC to discuss the process and ST will speak with CPHT to see if it is possible to get a list in advance.</p> <p>ST asked CC about the 2 new International members and CC said we now have 2 in Singapore, 1 in Kuwait and 1 in Ireland.</p> <p>TE said he had had 7 bounceback emails from the latest newsletter, so CC to check the list for future comms.</p> <p>CC explained there are still 2 members who continue to pay a regular standing order, despite multiple requests for them to cancel it (we cannot cancel SOs from our side). One of them has been told that they will receive no further refunds after the last conversation we had with them. ST to follow up with these 2 members with a final email explaining no further refunds will be due, as the original comms have been lost on our side when we migrated our M365 account. That way, we have a record of asking them to cancel their SOs.</p>	<p>CC/NT</p> <p>HG/AM</p> <p>ST/CC</p> <p>CC</p> <p>ST</p>
<p>2210.8</p>	<p>(9) Finance Update <u>Funds in Bank – up to 11Mar22:</u> 01-Nov-21: £55,966 24-Jul-22: £65,670 Surplus YTD: £9,701</p> <p>ST said we remain in a good financial position and that the end of our financial year is coming up on 31Oct22, so she will begin to action our accounting in due course. ST highlighted that, according to the data spreadsheet, we have gone from 573 registered members in January to 720 in October, which means an additional 147 members so far this calendar year. At £65 per member, that equates to an increase of £9.5k to our income this year, as we continue to grow. It will be interesting to compare our expenditure this year, which may be down with continued</p>	<p>ST</p>

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	<p>online meetings, but has seen an increase in costs with MAW, journal production and postage and the Away Day.</p>	
2210.9	<p>(10) Marketing Update TE updated the team in AM's absence, that there are no new reported issues with our website. Content creation continues for landing pages (eg insomnia, IBS etc). AM discussed having a geographical search function on our database with MAW and, as many other of their clients are seeking the same, MAW believe it could be achievable to develop at a lower cost if the development is spread across all the clients. MAW to update us further on this in November.</p> <p>Our SEO progress continues, and we now appear on page 3 of google searches. Data shows roughly half of all our website visitors are using their phone/tablet now, rather than a desktop. Our social media-driven traffic has doubled since we launched and 42% of all our traffic in September came from search (rather than visiting the website directly) – up slightly from 36% in August.</p> <p>ST raised an issue she discussed with AM regarding the search function on our website when trying to look up an article for reference. AM explained that the articles sit in a different area of our website, so if you type for example 'Insomnia' or 'IBS' in the website search bar, the results won't display any articles we have on these subjects. It means members need to physically scroll through all 80+ articles on our website to see if any articles match what they are looking for, so it is potentially an underused resource and an opportunity to drive more member traffic to our website. ST had suggested a list like SH has done for archived journal articles and TE said he could potentially create a list of article names with hyperlinks, and HG suggested a contents page. TE to explore further.</p>	<p style="text-align: center;">AM/MAW</p> <p style="text-align: center;">TE</p>
2210.10	<p>(11) Standards Update <u>2022 audits have sampled:</u> 60 members, of which: 36 are completed 1 became Associate member 1 cancelled membership 2 extended</p> <p><u>Lapsed members:*</u> 74 being checked <i>chased for logo removal</i> <i>of these renewed</i> <i>resolved/logos removed</i> <i>ongoing</i> 3 Standards enquiries</p> <p>*Due to the new audit starting, detailed data for lapsed members will be provided at the next meeting.</p>	

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	<p>NT said that, out of 40 members audited, 36 are now complete and 2 have been given extensions until December. 20 new audits have recently started. NT also has 3 standards enquiries underway – 1 that may not go further, 1 that is ongoing and the 3rd one is proving quite time-consuming, being linked to NT's work on staying safe, so she is updating this document with new information. NT will share the finished piece with the team so they can review it before it gets published. NT also highlighted this piece of work is not a policy, but is for information, helping members to know where to go for more support/info/detail, and she will make this clear to members when it is published too. HG asked TE to create separate headings on our website – 'Policies' and 'Useful Information' to further differentiate the two for our members.</p>	<p>NT/ALL</p> <p>TE</p>
2210.11	<p>(12) AHD & Supervision Promotion ST said this had been partly discussed earlier, as part of the CPHT liaison discussions, so she suggested moving this item to our next meeting agenda.</p>	<p>ST</p>
2210.12	<p>(13) Criminal Record Declarations Process HG thanked NT/CC for their help in completing documentation for our CNHC review. We now have a new template for reporting information too. HG then discussed with the team our current process for Criminal Record Declarations from members applying to the AfSFH. It is a self-declaring process via the Membership Agreement and HG asked the team if we should add a tick-box to our application so members applying tick the box to say they have no criminal records to declare. ST said it would depend on whether we would need to stop people's applications if they did declare, then the tick-box would be preferable than just leaving it open for them to tell us, and we would be better able to review on a case by case basis. HG suggested we discuss this further at our next meeting and added that CNHC were happy with all that we are currently doing.</p>	<p>ST</p>
2210.13	<p>(14) December Meeting HG suggested we return to the Aztec Hotel for our next meeting on Sunday, 11th December, followed by lunch and asked if anyone had any other suggestions. ST said she was happy to go back to Aztec, but wondered if it would be nicer to be somewhere more 'Christmassy' than corporate, and suggested a pub called the Cross Hands, just off the M4 at J18 (so closer for AM/TE, but further for CC/NT/HG/SH) that offers a festive menu and had meeting rooms available before Covid. HG to take a look at options, prices etc. and to secure a booking soon.</p>	<p>HG</p>
2210.14	<p>(15) Google Ads HG asked the team about whether they felt it was worth us investing in Google Ads and TE said he had never used them but could look into this in the new year. ST advised against it from her own personal experience, that they provide a poor return on investment, are complicated to set up and manage (increasing workload) and ads often don't appear when you expect them to. She added it seems unnecessary to pay Google for ads when we are paying MAW to improve our SEO more organically. TE</p>	

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	<p>asked if this would have any specific benefit (SEO or something else), and HG replied that it may just be another tool that can help increase visibility of the organisation. ST said it could mean that because of keyword usage in Ads we could inadvertently be competing with individual members. HG agreed that it wouldn't perhaps be useful but suggested we leave the general topic open to new ideas moving forward, just to ensure we remain committed to exploring different avenues for further growth and visibility.</p>	
	<p>Time and date of next meetings <i>Executive Team Meeting</i> Sunday, 11th December 2022, 10am-1pm In Person – venue to be confirmed</p>	