

# AfSFH Committee Meeting Minutes

4<sup>th</sup> July 2021, 10.00am – 13.00pm – Online via Zoom

**Present:** Helen Green (HG), CEO & Journal Editor  
Claire Corbett (CC), Head of Membership  
Trevor Eddolls (TE), Head of IT & Social Media  
Nicola Taylor (NT), Head of Standards (took minutes)

*Follow up from last meeting:*

- (1) Ionos Update (211.13, 213.4, 215.3) – TE
- (2) Digital Membership Seal and updated logo (213.14, 215.4) – HG

*Rolling Agenda Items:*

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

*Items Arising This Time:*

- (10) Criteria for Fellowship Level – HG
- (11) Professional Wills - HG

No.	Minute	Action
217.1	<b>Apologies</b> Andrew Major (AM), Head of Marketing Sacha Taylor (ST), Head of Finance	<b>Accepted</b>
217.2	<b>(1) Ionos Update</b> TE explained that if we move to Go Daddy we could be without emails/Teams or MS 365 for between 2-7 days so no movement so far but move still being considered. HG said Audit will need support so perhaps make the move in Dec/Jan when Audit doesn't happen. HG added timing is important as we will be unable to send out any comms. Newsletter etc. HG asked if could still access the website? TE said it would be difficult to do and perhaps Aug or Dec would be better months as membership could also be affected. CC said we need to choose 'the least worst time' and produce a detailed comms plan to support. HG agreed and asked if we have definitely decided on a provider? TE said he would be happy to move to Go Daddy as they had been the most helpful. HG asked if there was much difference in cost. TE said £500 plus VAT. HG said we should look at Dec/Jan to make transfer as this would seem to have the least negative affect on members. Week of Monday 13 <sup>th</sup> Dec proposed. NT agreed as this is the quietest time. HG said we need to involve AM and ST and we can announce in the Newsletter prior to move. HG said new Head of Comms (HoC) can be involved in planning. TE said new website will have its own URL so we can still access. HG asked if it will affect SEO. TE said it may dip a bit but will go straight back up. TE has email from Go Daddy laying out the terms. TE also said that he can manage Sharepoint – copy and restore, Dropbox will need to be deleted and Go Daddy will transfer Outlook. TE	<b>HoC</b>  <b>TE</b>

## AfSFH Committee Meeting Minutes

4<sup>th</sup> July 2021, 10.00am – 13.00pm – Online via Zoom

	will check if sub-folders in outlook need to be backed up before the transfer.	
217.3	<p><b>(2) Digital membership seal &amp; updated logo</b> HG said digital seal and logo are both in place and are with MAW. All Exec Team have agreed on new logos. New membership certificate also created, and MAW has it all and it will be sorted for the new website.</p>	
217.4	<p><b>(3) Communications to Supervisors</b> HG said the supervisors meeting on 18/5 was well attended and a couple of new supervisors attended. The next one will be in September and will be announced in the next newsletter to go out at the end of July. HG said that supervisors may be asked about Covid changes so HG to keep information updated and make changes on the website. HG added that during the May meeting the positive benefits of supervision were discussed and ways to promote this to members. Proposed video on website for members – it was suggested that HG be filmed as she is not a practicing supervisor at the moment. HG said that the schools and CPHT could do more to promote supervision – also we should mention in our comms to students – CC and new H of Comms to consider.</p>	<p>HG HG HG CC/HoC</p>
217.5	<p><b>(4) Journal Update &amp; Assistance required</b> HG said there were several applications for HoC and that the successful applicant would be contacted next week. TE to set up email etc once appointment official. HG said Journal is due to be published at the end of August. HG has already started getting articles together - TE has written an article on the benefits of music. CC to contribute a 'meet the member article'. TE/HG to also ask for supervisor supporter articles via the Supervisor FB group. HG asked if we could do more to highlight those who submit articles to encourage more contributions; perhaps we could list contributors and celebrate their contributions in the closed FB once an edition is published. HG also suggested encouraging shorter articles if time is a barrier to submitting something – new HoC to look into this.</p>	<p>TE CC TE/HG HoC</p>
217.6	<p><b>(5) IT &amp; Social Media Update</b> <u>We currently have:</u> 405 members on our Facebook group 1,224 likes on our FB page 446 we follow on Twitter 824 following us 87 we follow on Instagram 257 Instagram followers</p> <p>HG has re-written guidance on joining FB group to say must be fully paid-up member. HG has mentioned to Susan. CC and new Head of Comms will liaise with schools to support clarity on membership. HG said that NCH offer free student membership but don't have a student register, so we are still good value at £20 and uptake is high (this can help students to gain clients towards completing their portfolios). HG added that we need to promote benefits more and differentiate between full and student membership as some are joining as student members at</p>	<p>HoC/CC</p>

## AfSFH Committee Meeting Minutes

**4<sup>th</sup> July 2021, 10.00am – 13.00pm – Online via Zoom**

	<p>the end of training to get 1 year for £20. HG proposed producing an attractive, downloadable 'checklist' for newly-qualified members to help signpost them to next steps they should consider after they graduate, as AfSFH is a bedrock for them and some newly qualified students can feel cast adrift after training. This should involve CC, AM and HoC and can be an additional resource on the new website. We can liaise with the designer to produce it if needed.</p> <p>TE has been receiving some 'random phone calls' from members to his own number. CC found TE business profile is linked to AfSFH on Google Business, so TE will look into this as could be why he receives member calls.</p> <p>TE said we also post on LinkedIn now and HG asked if we could use it more to promote brand awareness, mainly with other organizations. NT said AM uses LinkedIn effectively for promotion. HG suggested we could connect with Mental Health charities and use to network with other businesses. AM/HoC to consider for the future planning of our PR activities.</p> <p>CC said that she is cleaning up the FB page and addressing recently lapsed members first. CC is keeping on top of it now as people lapse. CC introduced the team to Clubhouse as a promotional platform. HG asked what our members might be using and proposed an IT survey – TE/HG to action mid-July and link to newsletter/FB. The results of the survey can also feature in the next issue of the Journal (HoC)</p>	<p><b>HG/AM/HoC/CC</b></p> <p><b>TE</b></p> <p><b>AM/HoC</b></p> <p><b>TE/HG</b></p>
<p><b>217.7</b></p>	<p><b>(6) Membership Update</b>  <u>We currently have:</u>            595 registered members            212 student members            5 Associate members            4 International  <u>4 admin</u>            820 total</p> <p>CC said new members are not always sending what is required for membership. Clarity needed in telling students what they need. HG said that the new website will help with clarity. When applying through the website we can list what is required. CC said that many students are applying immediately after qualification so the message for AfSFH benefits is getting through.</p> <p>CC now has access to bank account which will help with refund checking and bank transfer payments. CC asked if there is an option to take card payments in other ways. HG said we did lots of work on this previously. Paypal is market leader and more secure and most people have it. CC added that under 1% not using PayPal. NT proposed that a question could be added to the IT survey to find out what payment methods people use.</p>	<p><b>TE/HG</b></p>

## AfSFH Committee Meeting Minutes

**4<sup>th</sup> July 2021, 10.00am – 13.00pm – Online via Zoom**

	<p>CC said the Test account has lapsed. HG requested that it is set up to never expire so we can use it for testing as needed.</p> <p>CC said that 3 members who renewed selected international member in error and asked if we could clarify what this means. HG asked if we need it. TE said we set it up to identify different regulations in other countries. HG asked if standards are now clearer do we really need it? It makes no difference to Journal delivery. HG asked if not needed can we simplify – can ST shed more light? HG proposed leaving for now and looking at wording for the new website.</p>	<b>CC</b>       <b>ST</b>
<b>217.8</b>	<p><b>(7) Finance Update</b> <u>Funds in Bank:</u> 01-Nov-20: £46,509 30-Jun-21: £52,006 Surplus YTD: £5,496</p> <p>ST can confirm our accounts for the FY Nov19-Oct20 have been filed with Companies House. ST has also implemented a manual process of transferring across our PayPal balance to Lloyds at the end of each month to simplify accounting at the end of the financial year.</p> <p>ST also liaised with Angus Newton to confirm there are no financial penalties involved with leaving Ionos, nor any notice period.</p>	
<b>217.9</b>	<p><b>(8) Marketing Update (TE on behalf of AW)</b> <b>Work Completed:</b></p> <ul style="list-style-type: none"><li>• Data API connection up and running between MAW and Wild Apricot</li><li>• Majority of content from existing site has been migrated to MAW</li><li>• Core pages have been populated with basic content</li><li>• Design and styling is finalised – walk through completed with Helen and all feedback has been given for additional changes</li><li>• Functionality is in place for:<ul style="list-style-type: none"><li>○ Find a therapist directory</li><li>○ Managing your profile (public and admin)</li><li>○ Blog article submission</li><li>○ Create a certificate on demand (new design provided)</li></ul></li></ul> <p><b>Work In Progress:</b></p> <ul style="list-style-type: none"><li>• Content and all pages in progress</li><li>• Line drawings for all pages based on topic</li><li>• Membership Seal</li><li>• Event calendar</li><li>• Advanced menu search (large drop down)</li></ul> <p><b>Next Steps:</b></p> <ul style="list-style-type: none"><li>• Complete review of public and membership content (AM/HG/TE/HoC)</li></ul>	                      <b>AM/HG/TE/HoC</b>

## AfSFH Committee Meeting Minutes

**4<sup>th</sup> July 2021, 10.00am – 13.00pm – Online via Zoom**

	<ul style="list-style-type: none"> <li>• Training for exec on how to use the back end to review and amend words/features</li> <li>• Track and approve every page, PDF, wording (timelines below)</li> <li>• Test the Wild Apricot membership processes and directory functions</li> <li>• Only if needed, create new step by step guides</li> <li>• <b>All exec team to provide new photos for ‘Meet the Team’</b> these need to be big. HG said we should aim to launch new website at end of August/start of September.</li> </ul>	<b>ALL</b>
<b>217.10</b>	<p><b>(9) Standards Update</b>  <u>So far, the 2021 audits have sampled:</u>            30 members, of which:            20 are completed            1 became an Associate member            4 extended            6 having ongoing support</p> <p><u>Lapsed members:</u>            52 checked            20 chased for logo removal etc            3 of these renewed            4 resolved/removed logos            13 ongoing</p> <p>Recent Standards Enquiry resolved satisfactorily with the member resigning membership.</p>	
<b>217.11</b>	<p><b>(10) Criteria for Fellowship Level</b>            HG will send descriptor criteria for EXEC feedback.</p>	<b>HG/ALL</b>
<b>217.12</b>	<p><b>(11) Professional Wills</b>            Topic was raised in discussions with UKCHO. HG said an article in Journal was published 2 years ago, but something we should look to formalise for members. HG said that although we cannot provide any specific legal advice in relation to this, we can give members a few pointers and where they might be able to find further information. NT to research and write as a potential resource for website.</p>	<b>NT</b>
<b>217.13</b>	<p><b>AOB</b>            Possible Exec away day in September – depending on COVID-19 situation. Proposed to use same venue as before. HG to look at closer to the time.</p>	<b>HG</b>
	<p><b>Time and date of next meeting:</b>  <i>Executive Meeting</i>            TBC, 10am-1pm            Online via Zoom</p>	