

AfSFH Committee Meeting Minutes

17th May 2024, 10am – 12.20pm, Online via Zoom

Present: Sacha Taylor (ST), CEO
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

Follow up from Last Time:

1. Approval of last Meeting Minutes (16.03.24) – ALL
2. Update on SLAs for MAW & Membership Database & Exec Team Testing (243.2) – AM
3. New Training Schools (inc. SFTA) & process for student membership if approved (243.3) – ALL
4. Supervisor’s Networking Group (243.13) - ALL

Rolling Agenda Items:

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

Items Arising this Time:

12. Changes to CPHT Student Membership
13. New member opportunities with the AfSFH Exec Team
14. Meeting Structure & Away Day strategies moving forward
15. SFTA’s application for AfSFH membership
16. Closed Facebook Group - Post changes

No.	Minute	Action
245.1	(1) Confirm Meeting is Quorum & Approval of last Meeting Minutes Apologies: Trevor Eddolls (TE), Head of IT & Social Media Minutes of the last meeting 16 th March 2024	This meeting was quorate Approved
245.2	(2) Update on SLAs for MAW & Membership Database & Exec Team Testing AM confirmed that 2 nd round of testing on PayPal - (using the same email address as previous round one testing) is pending for all the Executive team to action next week (w/c 20.05.2024).	ALL: deadline 24.5.2024

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245.3	<p>(3) New Training Schools (inc. SFTA) & process for student membership if approved (15) - SFTA's application for AfSFH membership:</p> <p>ST provided this update:</p> <p>We have a policy in place for training school providers. ST explained that SFTA still haven't met our criteria: 120 hrs of face-to-face tuition (two of their modules are online), and they are yet to have UKCHO accreditation, although ST believes this is in the pipeline. ST added that the process has led her to consider the wider picture of future schools that may apply for our membership in future. As a result of her investigations, ST proposed that, to protect the integrity of the AfSFH and its members by extension, we should update our policy to say we will only affiliate with new training schools after 12 months of them being in business. This way, we can assess they are robust and delivering good quality training before accepting the training school for membership. It will also avoid the pressure on schools to get UKCHO accreditation and any other affiliate memberships set up before they launch, so they can instead focus on getting their training underway.</p> <p>A question was raised about how this would work in practice, and ST added that our current policy allows students to gain membership from month 8 of their training, but SFTA students complete their course in 4-5 months. She therefore clarified that, once our policy is updated, and SFTA meet the criteria and have reached 12 months of training (April 2025), their graduates (including those who trained during the first 12 months) will be welcome to apply for membership with the AfSFH at that time and the school's application can be assessed with the help of testimonials/reviews by then too. Any future schools interested may apply after they have been in operation for 12 months.</p> <p><i>Comments from Exec:</i></p> <p>SH – comment re; this proposal – just noting the UKCHO 24months that they state, and she wondered if we might or should consider same period. ST said 24 months applied to membership organisations (life AfSFH) seeking UKCHO accreditation, and that 12 months feels more reasonable for a training school to achieve various memberships/affiliations and for the school to be assessed on its performance.</p> <p>NT: Re: concern for individuals. Someone who had trained with SFTA and been in practice for 6 months, we should accept the individual person if they accept and meet our criteria. It was agreed that if we get a graduate applying independently, it would be okay to accept if the criteria are met (due diligence done) as with other members who trained as a Hypnotherapist and have a qualification in SFBT. NT – point made: Separate out accrediting the school and accepting members who've trained as graduates of that school as members.</p>	
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	<p>CC : Asked about our criteria for CNHC membership as currently SFTA's training does not meet CNHC's requirement for 120hrs of face to face training (as 2 weekends are hosted online). ST clarified that she is in touch with CNHC to understand if they mean 'face to face' or if 'live' online training could be acceptable. Other membership organisations have accepted SFTA and are also Verifying Organisations for CNHC, so currently SFTA graduates may be able to follow their route if CNHC membership is desired. <i>The team can review this in due course if CNHC changes their criteria.</i></p> <p>Therefore, considering this - ST Proposals to Exec team:</p> <p>1st Proposal - Change of our Training School Policy – Training schools may apply for membership after they have been training students for at least a year (12 months). This allows proper time for a training school to embed and establish itself. This means SFTA students can apply in April 2025 and we can't be promoted through the school (because they aren't an approved school).</p> <p>Exec team Voted: Unanimous vote carried.</p> <p>2nd Proposal: <i>Individual members/Graduates can apply for membership once 12 months passed.</i> If graduates approach us as an individual, they would be eligible for membership according to our current criteria.</p> <p>Exec Team Voted: Unanimous vote carried.</p> <p>ST will contact SFTA to advise once the policy is updated.</p>	<p style="text-align: right;">NT/ST</p>
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245.4	<p>(4) Supervisor’s Networking Group</p> <p>ST Update: – Question for the Executive team posed: should this group turn into Supervisors’ Supervision? (<i>which had been previously suggested by TE</i>). ST explained her view after reflecting on this question is that we are not a training school and we are not a supervision school. It is not in our remit to provide supervision to our members. If Supervisors want to offer this service to other supervisors, that is up to them, but the networking meetings were originally set up to connect with our Supervisor members and better support them as an organisation.</p> <p>ST Proposal for team: We keep this meeting a networking meeting for benefit of supervisors – it is not ‘supervisors’ supervision’ as it is not our place to provide supervision. We support our supervisors by providing a free networking space 3 times a year.</p> <p>Exec team Voted: Unanimous vote carried.</p> <p>(NB: Next meeting 24th May) ST suggested members of the exec team might attend in future as guests to help distribute messaging. SH also raised and suggested that the current ‘Supervisors Directory’ is becoming unsustainable in the Hypnotherapy Today Journal as it stands, and potential change could be discussed at this meeting to find a solution. ST will mention it at the networking group and we can then confer with the rest of the Supervisor cohort via newsletter.</p>	ST/SH
245.5	<p>(5) Standards Update</p> <p><u>2024 audits have sampled to date:</u> 20 members (new audit)</p> <p>Item not discussed at the meeting as covered in the AGM and no further highlights raised.</p>	
245.6	<p>(6) Communications to Supervisors</p> <p><i>See also 245.4 above re Networking Meeting</i></p> <p>ST wants to refresh our current newsletters to members and supervisors to make them more engaging. Mailer Lite to be explored. Newsletters to be actioned by ST.</p>	ST
245.7	<p>(7) Journal Update and assistance required</p> <p>Item not discussed at the meeting as covered in the AGM and no further highlights raised.</p>	

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245.8	<p>(8) IT & Social Media Update</p> <p><u>We currently have:</u> 587 members on our Facebook group 2058 followers on our FB page 448 we follow on X/Twitter 869 following us 687 we follow on Instagram 727 Instagram followers 147 followers on LinkedIn 115 followers on Threads</p> <p>Item not discussed at the meeting as covered in the AGM and no further highlights raised.</p>	
245.9	<p>(9) Membership Update</p> <p><u>We currently have:</u> 854 Registered members 183 Student members 27 Associate members 3 International 4 Admin <u>1071 in total</u></p> <p>Item not discussed at the meeting as covered in the AGM and no further highlights raised.</p>	
245.10	<p>(10) Finance Update</p> <p><u>Funds in Bank – up to 11th May 2024:</u></p> <p>Opening balance (Nov 23): £77,460 Funds in Bank May 11th 2024: £78,712 Surplus Year to Date: £2,208</p> <p>On May 1st - Accountant Richard Alsept confirmed he had prepared financial statements for the year ended 31st October 2023 including filing at Companies House.</p> <p>April Comments: Consultancy costs have returned to normal level after departure of HG. April expenses reflect the costs of HT Journal production and mailing.</p>	
245.11	<p>(11) Marketing Update</p> <p>Item not discussed at the meeting as covered in the AGM and no further highlights raised.</p>	

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245.12	<p>(12) Changes to CPHT Student Membership</p> <p>ST updated the group that, due to certain circumstances in recent months, CPHT have concerns over sharing data. As a result, they have implemented the following change:</p> <p>CPHT Schools will no longer promote the AfSFH to student members until they are in their final month of training.</p> <p>Students are still able to join the AfSFH as student members should they hear about us otherwise, and CC will contact the relevant lecturer to check student status is correct. CC asked if this change might be reversed or resolved? CC asked whether the relationship with CPHT had been ‘severed’? ST responded that some lecturers feel more strongly about this than others and hopes that, in time, any uncertainty can be addressed and all CPHT lecturers will see the benefits of AfSFH membership for their students. Despite reassurances about the safety of student data they provide, they felt it necessary to take this step, and we must respect their decision. CC to keep ST posted on volumes of individual applications and any challenges with delays in processing them so that ST can communicate this to CPHT.</p>	<p>CC</p> <p>ST</p>
245.13	<p>(13) New member opportunities with the AfSFH Exec Team</p> <p><u>ST stated her vision/proposal:</u></p> <p>Instead of new e.g. ‘Head of Community’ and increasing expenditure; ST suggested exploring short-term projects that allow members to engage with the AfSFH and support our existing team with workload at busy times – for example, inviting a member to be marketing assistant for three months to support AM in content creation. This effort would be remunerated on a ‘freelance/contractor’ basis where members are doing project work, but they wouldn’t attend executive meetings. (They could step in and present findings potentially, if the ‘Head of...’ is not available). The focus would be on building up knowledge and expertise in team and getting to know our members better.</p> <p>It was discussed that there have been some excellent ‘community efforts’ from members recently and that these could be AfSFH endorsed. CC agreed that to bring people in with skills to help us potentially get to paid for content for members etc was a good thing.</p> <p>This new vision/proposal was put to vote: Unanimous vote carried.</p> <p>Actions arising - by Friday 7th June – The exec team to send ideas for any specific roles or projects and what that might look like to ST – suggested a spreadsheet to use. Next action – once we can see this – how do we recruit, advertise. Etc. To be revisited. ST keen to avoid a full recruitment process. Create a pool of interested people. Might be invitation or recruitment.</p> <p>NT suggested a ‘What’s going on in our community?’ Article in the Journal. To promote – what’s going on in our community? Yes agreed. SH will approach these members and ask for editorial.</p>	<p>ST</p> <p>ALL</p> <p>SH</p>

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245.14	<p>(14) Meeting Structure & Away Day strategies moving forward</p> <p>ST stated that she is keen to improve on the structure and time-consuming nature of our current Away Days. Sacha would like a more strategic focus for Away Days. A discussion was had about how they might change and where they might be held in future. E.g., move to venue near the Cotswolds that suits all exec team members. It was discussed that away days might just focus on strategy planning and may not include an exec meeting as well. There was broad agreement that Away Days need to be shorter. Exec Meeting structure – currently structure quite long. ST would prefer more dialogue between meetings. Would like the meetings to be more strategic discussion.</p> <p>ST will put together a proposal of this new meeting structure on the back of discussions for the team to consider and we can then feedback. CC and others were keen for updates by each Exec member to be covered by exception – anything to raise by exception? A general update being provided in writing before the meeting for general comment.</p>	ST
245.16	<p>(16) Closed Facebook Group - Post changes</p> <p>Background: Closed FB Members voted for CPD & Supervision promotion to be reinstated on Facebook Group.</p> <p>ST said it was interesting to see the responses and suggestions and she appreciated the need to handle this carefully to avoid the group becoming overwhelmed with advertising, which is what caused the removal of CPD promotion in the first place. ST suggested we trial a new type of Post for the closed FB Group where members can share comments on CPDs or Supervision, but in a structured way to protect the integrity of the group.</p> <p>ST proposal: It was suggested the 1st Wednesday of the month (starting on 5th June) we create a post to invite members to comment with upcoming CPDs, but comments only permitted for the day (we turn comments off the next day). We include a link to our webpage on our post if they want to see live updates/changes for the rest of the month. This would enable a CPD ‘comment thread’ one day of the month that CPD providers can easily diarise so they can comment with relevant events, and members can search for anytime to see what was suggested/promoted. Members who don’t wish to see this content can simply scroll past the post, and by switching off the comments, it won’t push the post to the top with every new comment after the first Wednesday of each month. We are listening to what the majority of members want, but trying to acknowledge concerns from other members too while keeping the process manageable. This seems like a first step – we can review it in 3-6 months feedback pending. We have to be clear: it’s only this day that comments can be added to the post we create, and any other posts promoting CPDs outside of this window will be deleted in line with our group rules.</p> <p>It was also suggested:</p>	ST/SH

