BFA Website Report – March 2022

As there are repeated elements from previous AGM reports, I have indicated in blue, the new content in relation to last years report.

Ildiko Davis's tasks in managing the BFA website as a Webmaster have included:

1. Liaising with Peter Gill (previous webmaster and Sofa) and Patrick Woodcock (web designer) re website issues. We have also agreed a tiered approach re. Issues regarding the website text (see more on this re. moderator/content manager role)
2. Consulting membership on their experience of the website.
3. Evaluating suggestions for changes and additions to the website, implementing changes herself, if possible or by instructing web designer of changes.

On going tasks and costs [Ildiko's rate is £15/hour - others may be different]

1. Supporting BFA members in technical difficulties with their profile pages or events listings and DD membership payments.
2. Supporting partnership area difficulties and responding to errors and glitches on the website.
3. Adding Newsletter issues to website.
4. In addition, for the first few months of the new website (and after the migration of the membership directory to the website and setting up membership payments via DD) - there were more glitches and teething errors and with all members getting used to the new site – this phase had more work than usual last year and quieted down now. **It is useful however to leave the need for extra website support for members after any bigger changes to the website.**

Webmaster

1. A job description has been provided for the webmaster (this is to be updated with additional tasks, as and when required).
2. This person does not need to be a professional but familiarity with word press will be very helpful.
3. Hourly rate for the current webmaster, Ildiko is £15/hour (others may be different).
4. Ildiko has been collating a Questions and Answers document regarding using and problemsolving the BFA site, which can be a useful reference when similar issues will come up and as a handover information in the future.

Moderator/content manager – this role is currently not filled

5. **The webmaster and moderator/content manager can be the same person.**
   a. The moderator could get creative with "commissioning" articles and blog posts - splitting the jobs might work better.
6. The moderator/content manager for the new blog section can be a volunteer unpaid position.
7. The tasks for the moderator/content manager:

a. This new moderator role has never been needed before so we will have to decide if it's something that a volunteer could do or a paid task. Peter's sense is it could be a volunteer task and maybe an enjoyable one for someone who likes this kind of thing - it's less technical and more creative. It is something to be worked out.

b. e.g. Checking that blog post are genuine and not spam.
e.g. Checking content is appropriate for the site and sourcing articles and ideas to share on blog.

8. As long as we have no person moderating the website content, each member can upload content (blog, articles) freely (and self-moderate only). We can continue monitoring, if this works well enough without moderation or if feels preferable to find someone for the moderator role.

9. Ildiko requested extra support for the webmaster role with website text revisions. **A tiered approach was agreed to this, where:**

Tier 1. - I have couple of BFA volunteers, as an advisory subgroup, who are happy to be consulted for suggested changes to text. We could agree on simple changes with this subgroup. Based on previous helpful support in this area, I have asked **Clare Myatt and Amona Buechler,** if they would be willing to support the BFA website in this advisory role, and they have agreed to this. Big thanks to them for this! We have agreed that typically website texts wouldn't need urgent tweaks, so they would be able to fit this role comfortably around their other commitments.

Tier 2. - ask **Kay Hoffman** for more weighty changes.

Tier 3. - Kay can decide to ask **Peter Afford**' view on weighty changes, where it seems helpful to have a really senior view.

Cost of website:

Because of our charitable status there is **no hosting charge**. Our domain name is £8.39pa though this may be subject to changes. An extra cost of £7.99pm for using an old version of PHP has been omitted as ongoing cost, due to an upgrade of the website PHP. There are no other yearly costs. Peter Is not sure about space but does not suspect any maintenance contract from the domain host/designers. We have been asking the designers to provide fixed costs for extra features so far and evaluated the implementation based on that. We have agreed with the webdesigner, (Patrick Woodcock) 35£/hourly rate for future repair/alteration work on website, with an annual review to the rate. He is also happy to provide estimates for requested new work also.

The Sofa and Ildiko agreed to generate an annual budget and based on that the webmaster can exercise more freedom on carrying out improvements to the site and only ask Peter, when I cannot decide alone based on the budget. - Budget was agreed at aiming for keeping the website costs under £530 this year and having a contingency for extra £470, if needed confirmed by Camilla Sim (ex BFA treasury).

2021/22 costs (before 04/04/22)
- webmaster (Ildiko) tasks carried out: 24 hours invoiced at £360
- webdesigner (Patrick Woodcock) additions carried out: 2 hrs invoiced at £70
- domain name: £8.39 (host. SOFTFOX, contact Roger Foxcroft)
- Google Map use: £0 (we are using way below the free allowance of $ 200/month)
Total annual cost last year: £438.39

Comments received at last year's AGM on last website report
(NOTES added for action taken in response):

WEBSITE REPORT – Ildiko Davis. Unable to attend.

GA: Impressed by detail and Ildiko being on the ball - being proactive with details and answers. CM: Echoed and wanted thanks to be minuted. PG agreed. Many nods.
AB: Are we discussing text changes about training wording and deadline for this?
KH: Best to keep this to Gaggle as this discussion is working well.

NOTE: The courses and events and the BFA Focusing Skills cert pages have been revised now by Amona Buechler and she has notified members via Gaggle. Further pages on training has been reviewed and revised by Kay Hoffmann, Amona Buechler and Clare Myatt. Ildiko has updated the webpages accordingly.

SM mentioned 5 issues to consider on Ildiko's report. One was order profiles are displayed.
KH: Suggested this was discussed through Gaggle. PG: Sofa will contact Ildiko to see how this is taken forward. AB: Is it easy to have drop down menu to select search criteria for searching for a teacher? PG: Might be possible and this will be discussed with Ildiko.
NOTE: Profile order in the directory has been randomised and also there is a drop down option to display profiles alphabetically now.

PG: Website text is a hotchpotch written by different people – not written as a unified piece. Glad that people spot where it does not make sense and addressed.

Other issues, suggested by Amona:
- Use the principle of internal links open in the same tab, only external links to open in a new tab. Biggest problem this in the event page, where the template has to be changed by Patrick to make the event link to open in a new tab.

NOTE: This principle has been agreed and has been implemented as we are making ongoing changes to the website or when a member requests a particular link to be changed. I have also asked Patrick, our webdesigner to implement this for the add Event page for the external link button.

- in practitioner directory choose the radius, how far around that area code one wants to see practitioners.

NOTE: This was not seen as the best possible approach IT-wise – instead it was suggested that members would be asked to choose a region, where they work in person, and a closer location (town or postcode) within that region. There would be

one region for members working overseas for the time being. We have also asked Patrick for cost for adding a map that displays locations of members, but it turned out a costly option that would also require a lot of further thinking to make it work.

- in practitioner directory it would be easier, if a drop-down menu would let the visitor choose, sort by the first name, sort by the last name, alphabetical etc. - It would be a good thing to look into this and will need Patrick' input and clearing budget for this.

NOTE: Profile order in the directory has been randomised and also there is a drop down option to display profiles alphabetically now.

- The profile to be clickable no matter on which page one is on, for example, on the articles page, I would then be able to click on Maureen Murray's name or picture to get to her profile directly. -

NOTE: I have asked Patrick, who implemented this for the articles page and for the blog contributors.

Website changes / bug fixes in 2021/22:
(overseen by Ildiko Davis and Peter Gill, plus occasionally by Suzi Mackenzie and Camilla Sim)

- added a "Bodywork" and a "Practitioner projects" category for the BFA articles section

- Information on the website regarding the BFA certification processes and course terminology has been carefully reviewed by Kay Hoffmann, Amona Buechler and Clare Myatt (the advisory subgroup (tier 1 and 2) related to text revisiopns to the website). They also have tried to include as much of the comments received during the lively gaggle email exchange related to this topic, as was possible. The revised information has been updated on the website by Ildiko

- A Google billing account has been set up for the website's use of google map. This has been an arduous process, as the BFA has no bankcard with their bank account, and we run into problems also when Greg Thomas volunteered to set it up on his Google account. In the end Ildiko managed to set up an account using her own credit card details, as currently we get a $ 200 monthly allowance for this account, which covers generously the website's map use.

Ildiko can be paid via invoices issued, if there will be any payments for this feature in the future.

- The profile pictures of BFA members have been made a clickable link to the member's profiles throughout the website. This allows a quick way to check the background on anyone, who wrote a blog or an article ofr the BFA website.

- A free Dropbox storage account has been set up by Ildiko for storing backups of the BFA website.

- The Teachers and Therapist directory has been renamed Focusing Professionals Directory, as the name was getting too long on the drop down Menu (Practitioners, Teachers and Therapist's Directory was proposed before).

- Added "Practitioner (1:1 Sessions)" as a search category at the top of the Focusing Professionals Directory.

- The order of the BFA Members listing in the Focusing Professionals Directory has been changed to be randomised. This means that every day a new random order is generated and BFA members are reordered and displayed accordingly. This was the fairest solution we could come up with, so members have a relatively equal chance to be listed at the 1st page of the directory, which gets more views. Website users can also reorder the directory listing alphabetically.

- The 'Become a BFA Member' page added to the main drop-down menu navigation of the website, as it was difficult to find this info before.

- The backend wording has been updated for BFA Mentors during the member registration process.

- Information regarding overseas members joining the BFA has been updated throughout the website.

- We have requested the webdesigner to add a hidden field to the member registration process, asking to name who the member has trained with. This won't be displayed on the website, just will be visible in the back-end user profiles in wordpress. This will save some admin work from our member secretary, who has to ask this question from each new member separately.

Feedback received so far by members regarding the BFA Website and its functionality:

- The majority of the feedback received regarding the look and the functionality has been very good. Members like the new look very much and described it as: clean, simple, spacious, friendly, fitting. They generally find the use of the features like adding events, updating profile details easy, as well. Members also appreciated the possibilities for growth and new input.

Some issues that were flagged up by members to consider and action taken:

1.) The ordering of practitioners according their date of setting up their website profiles does not seem to make much sense to the users of the directory, as it seems random. **Would an alphabetical listing ordering (or some other type) make more sense, so people can navigate members' profiles more easily?** (fairly easy to implement). - Profile order in the directory has been randomised to be more fair and also there is a drop down option to display profiles alphabetically now.

2.) When members are asked to enter 'region' to their profiles, it gives no indication to them what the 'regions' are. **A list of the main regions could be added, so members can just choose from a list of regions specified (including one region for members overseas –** we had this at the previous website).Consider giving a warning that if a listing had no region chosen, they won't be listed in regional searches. (not sure re. the amount of work to implement this – if we want this, we could give a max. cost we would be willing to pay, if the implementation is complicated) – agreed option highlighted in bold only plus we also have asked Patrick for cost for adding a map that displays locations of members. Map proved to be not cost-effecttive addition.

3.) Would it be more precise to **rename the articles sections on the website to** "**Articles**" as the current "BFA articles" can seem misleading. (easy to implement). - Agreed plus text is indicating now that articles written by BFA members past and present.

4.) Consider **adding all newsletter articles to the articles section** (this would require fair amount of ongoing work by the webmaster or the content moderator). **Alternatively, a note to the articles section** could be added: "**You can find further focusing related articles in past issues of the BFA newsletter with a link to past newsletter issues** on the website (easy to implement). - Alternative easier opiton agreed and implemented.

5) Consider the clarification and possible simplification of the information on Focusing training on the website. Kay Hoffman asked members feedback on simplifying the terminology for the BFA Certificate in Focusing Skills courses and is currently reviewing the feedback. As there was no clear agreement on terminology, suggestions are currently considered carefully with the help of Amona Buechler, Kay Hoffman and Clare Myatt, regarding possible updates to the website information regarding training. This will include clarifying all types of certification which allow one to work professionally and the content of various certification courses displayed on the website. - The courses and events and the BFA Focusing Skills cert pages have been revised now by Amona Buechler and she has notified members via Gaggle. Further pages on training has been reviewed and revised by Kay Hoffmann, Amona Buechler and Clare Myatt. Ildiko has updated the webpages accordingly.

Possible longer term intentions for developing the BFA website further (carried over from previous AGM reports)**:**

The website platform is very adaptable so we can add areas and pages later. These depend very much on our needs, priorities and resources available.

Current ways the website addresses these aims are indicated in italics.

Further possible ways the website could address these aims are indicated In bold italics.

- The website needs to facilitate bonds for BFA members to work together and support each other i.e. buddy system.

- o *Currently, the online membership profiles can encourage new connections made and the directory listing can be searched for areas of common interest.*
  - o **Information could be added to the website fairly simply about the buddy call crib notes that are usually sent to new members about ways of connecting, if needed.**
  - o Ildiko has created a guide page for new members for editing their website profiles. The logical place on the website for this would be in the 'Useful Resources' page, however the current 'Video' tab would need to be changed to 'Miscellaneous' or 'Other', to add the guide page there. The video page currently is empty, so there is no issue re-naming this to include for broader range of resources.

- How can the website be inclusive for people with hearing or sight impairments?
  - o *Currently, the website provides these features for inclusivity: search function for content, contact to the BFA can be via emails, simplicity of design and navigation, use of simple English.*
  - o **A content moderator (when we will have a one), could possibly improve inclusivity features further: eg. use of simple English; more illustration could be added instead of text heavy content; written subtitle or caption for video or audio content. -** Currently I amchecking with webdesigner, if we can tell what are the most used pages and create audio version for those pages, if it fits to budget. Also asked him, if there is an automated way to do this relatively simply.

- Can the website to be a tool of resources and people to create the conditions [for themselves and others] around which we can then have a meaningful conversation and sort through our differences and our challenges, and arrive at better decisions because we've been able to hear everybody.
  - o *Currently BFA discussions take place via the gaggle group email system, but this is not easy to evaluate for decision making.*
  - o **We could add guidelines and information to the website about processes and approaches that could facilitate creating consensus for the BFA members, when we have agreed on some guidelines.**
  - o **We could add a discussion forum feature to the website (check with web designers re. cost).) or direct members to have discussions via the BFA Facebook Group.**
  - o **We could evaluate the integration of a survey tool that would work with the current BFA green light –amber light - red light feedback system for decision making (check with web designers re. possible ways and costs via website).**

- *How will the website present and communicate that active listening and focusing are two sides of the same coin* **through the words, design and content of the site.**
  - o **To be evaluated still.** As this comment has been carried over from the 2019 website report, Ildiko would like to ask some clarification regarding this intention, to be able to evaluate it's possibility.