

Jakarta EE Marketing Committee Meeting - December 9, 2021 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLakSsdfTCN6th5T?startTime=1611842890000

<p>Attendees: Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Cesar Hernandez (Tomitribe) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Princeton) Jonathan Gallimore (Tomitribe) John Clingan (Red Hat) Ryan St James (Tomitribe) Tetiana Fydorenchuk (Jelastic) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects</p> <ul style="list-style-type: none">- Q4 Priorities (PPT link, spreadsheet)<ul style="list-style-type: none">- 2022 Planning- Jakarta EE 2021 Developer survey promotion- Jakarta.ee website phase II development completion- Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation- Jakarta EE & MicroProfile marketing synergy (align strategy as appropriate)- Build out theme and strategy for events- Collateral Repository- Why Jakarta EE (Roadmap) content- JakartaOne Livestream- Case Studies (form)- SEO & member site updates- Jakarta EE Website redesign (go live start of Q4)- New Communities + localization<ul style="list-style-type: none">- Chinese (in process)	

Action Items:

- 2021-07-08: Set up tech talk for website update (Chris to deliver)
- 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam)
- **2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)**

Completed:

- 2021-03-25: All - promote JakartaOne Livestream Russia (see link below)
- 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - **March 18th will be the meeting**
- 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness
- 2021-02-25: All - Review and provide comments on [Github issue](#) for website re-design and announcements section meeting conclusions
- 2021-03-25: Melissa - Create a document to save themes and best practices from github issues ([link to folder](#))
- 2021-03-25: All - use [social kit](#) content to help promote Developer Survey (starting April 6)
- 2021-03-25: All - determine theme for Kubecon presence
- 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation
- 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one
- 2021-04-08: Cesar - Kubecon - Booth participation - make available for community; JUGs; (Cesar to draft a brief statement about request) - [link to document](#) -
- 2021-02-11: Neil - Get Katacoda pricing information and policy information
- 2021-05-06: Karen to provide a couple of options for J4K.io that don't involve a booth
- 2021-05-06: All to promote Developer Survey (extended to May 31) [Link to social kit for promotion](#) and [Link to Developer Survey member specific URLs](#) (second tab)
- 2021-05-06: All - provide quotes and blog posts/articles for 9.1 release by May 14
- 2021-05-06: Neil to set up review of Skills Network Labs environment and Badging proposal
- 2021-05-06: Neil to provide steering committee a heads-up on badging proposal
- 2021-02-11: All - update progress report for week ([Progress Report](#))
- 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one
- 2021-04-08: Karen/Neil - update Q2 priorities and Q1 report

	<ul style="list-style-type: none"> ● 2021-04-08: Look at archiving marketing email (Ed to create bugzilla enhancement request) ● 2021-06-17: Invite webdev team to July 8th meeting to discuss timeline and help needed. (Karen) ● 2021-07-08: Event follow up - Karen (Devoxx France); Neil (Devoxx BE); Neil (j4k.io) ● 2021-09-02: Set up discussion with Paul W for 09-09 on budget requests (see below) (Neil/Shabnam) ● 2021-09-02: Review website mock up (All) ● 2021-09-02: Set up “training” on platform for speakers in upcoming Livestream calls (Shabnam) <ul style="list-style-type: none"> ○ Scheduled for Monday/Tuesday next week (Sept 20-21) ● 2021-09-30: Sign up by Oct 5 for booth duty KubeCon - October 11-15 (virtual booth) ● 2021-09-16: Update testimonial quotes from members for (250 characters max) site NOW!!! (add directly to github issue) ● 2021-09-30: Review and provide input on overarching theme and strategy for 2022 planning - Plan due Nov 1. ● 2021-09-30: Promote JakartaOne Livestream event (All) ●
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - January 6 - 11:00 ET - January 20 - 11:00 ET - February 3 - 11:00 ET 	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	
Promotion of contributors/committers to specifications and implementations <ul style="list-style-type: none"> - Review and discuss the request for a formalized process for promoting contributors - Publish on the collateral page 	<ul style="list-style-type: none"> - From David <ul style="list-style-type: none"> - Requesting guidance on how implementations in and outside Eclipse can request cards? Can that document be public and include what kinds of cards can be requested: new committers, new contributors, special thank yous, etc.

	<ul style="list-style-type: none"> - Members can reach out through the mailing list, with or without social card, to indicate the request to promote contributors - Ed - should we be promoting implementations since they are not directly working group related. Very much in favor of EE4J specifications; want to promote contribute - Table discussion for another time to determine the policy.
<p>2022 Planning (all - 20 minutes)</p> <ul style="list-style-type: none"> - Continue Marketing Plan update (link) - Explore: <ul style="list-style-type: none"> - approve budget 	<p>Resolved-The Marketing Committee approves the budget as presented</p> <ul style="list-style-type: none"> - Livestream expense question (from Ed's email) - Email from Shabnam <ul style="list-style-type: none"> - Currently supported through Eclipse Foundation - Looking to allocate some of the conference budget (\$15k) to support a similar level of activity to 2021 with livestream - need to get breakdown from EF on proposed costs. <ul style="list-style-type: none"> - Need to ensure we don't hit a situation in 4Q where we can't properly support the Livestream. - Recommend no booth sponsorship at events but instead engage in Eclipse Foundation and/or Member booths <p>Yuichi Kusano (Fujitsu) - Yes Neil Patterson (IBM) - Yes Cesar Hernandez (Tomitribe) Ed Bratt (Oracle) - Yes Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) - Yes Eric Meng (Primeton) - Yes Jonathan Gallimore (Tomitribe) - Abstain John Clingan (Red Hat) - Yes Ryan St James (Tomitribe) Tetiana Fydorenchuk (Jelastic) - Yes Otavio Santana (Committer Rep) - Yes Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep - Yes</p> <p>– Motion is approved.</p>
<p>2021 Event Participation (all - 5 minutes)</p> <ul style="list-style-type: none"> ● JakartaOne Livestream - 12/7 <ul style="list-style-type: none"> ○ Review results ● JConf.dev - 12/9 (Virtual) ● JakartaOne Vendor Talks (link) <ul style="list-style-type: none"> ○ Live Report (link) 	<ul style="list-style-type: none"> - Congratulations on a job well done; came off as very professionally done <ul style="list-style-type: none"> - 900+ registered; 375+ attended; ~100 replays

<p>Discuss different views of the news feed</p> <ul style="list-style-type: none"> - Need to ensure the news feeds are consistent (Jakarta EE Working Group News link vs eclipse/jakarta news link) 	<ul style="list-style-type: none"> - Deferred until next call; may be addressed through some of the ongoing work by the web team.
<p>Content (Shabnam - 5 minutes)</p> <ul style="list-style-type: none"> - Update information (link) - Rebrand of CNJ eBook - Blog series for spec updates - Additional web pages (how to contribute page, community page, release pages) - Update content on some of the webpages based on SEO recommendations (FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages) 	<ul style="list-style-type: none"> - Spec update articles complete and being reviewed - eBook update being reviewed - targeting January 25th for publish date. - FAQ page still being updated - Jakarta EE 9 page updated - Specifications section on EE 9 release page updated - How to get involved page being updated
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