

## Jakarta EE Marketing Committee Meeting - September 30, 2021 (11:00 AM)

<p><b>Attendees:</b></p> <p>Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Cesar Hernandez (Tomitribe) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Dan Bandera (IBM) Jonathan Gallimore (Tomitribe) John Clingan (Red Hat) Ryan St James (Tomitribe) Tetiana Fydorenchyk (Jelastic) Otavio Santana (Committer Rep)</p>	<p><b>Eclipse Foundation:</b></p> <p>Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Christopher Guindon (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <ul style="list-style-type: none"><li>- Q3 Priorities (<a href="#">PPT link</a>, <a href="#">spreadsheet</a>)<ul style="list-style-type: none"><li>- Jakarta EE 2021 Developer survey report &amp; promotion</li><li>- Jakarta.ee website development completion</li><li>- Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation</li><li>- Jakarta EE &amp; MicroProfile marketing synergy (align strategy as appropriate)</li><li>- Build out theme and strategy for events</li></ul></li><li>- Collateral Repository</li><li>- Why Jakarta EE (Roadmap) content</li><li>- JakartaOne Livestream</li><li>- Case Studies (<a href="#">form</a>)</li><li>- SEO &amp; member site updates</li><li>- Jakarta EE Website redesign (go live start of Q4)</li><li>- New Communities + localization<ul style="list-style-type: none"><li>- Chinese (in process)</li></ul></li></ul>	

### Action Items:

- 2021-07-08: Set up tech talk for website update (Chris to deliver)
- 2021-09-02: Set up “training” on platform for speakers in upcoming Livestream calls (Shabnam)
  - Scheduled for Monday/Tuesday next week (Sept 20-21)
- 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam)
- 2021-09-16: Update testimonial quotes from members for (250 characters max) site NOW!!! (add directly to [github issue](#))
- 2021-09-30: Sign up by **Oct 5** for booth duty KubeCon - October 11-15 ([virtual booth](#))
- 2021-09-30: Review and provide input on overarching theme and strategy for 2022 planning - Plan due Nov 1.

### 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"> <li>• 2021-04-08: Look at archiving marketing email (Ed to create bugzilla enhancement request)</li> <li>• 2021-06-17: Invite webdev team to July 8th meeting to discuss timeline and help needed. (Karen)</li> <li>• 2021-07-08: Event follow up - Karen (Devoxx France); Neil (Devoxx BE); Neil (j4k.io)</li> <li>• 2021-09-02: Set up discussion with Paul W for 09-09 on budget requests (see below) (Neil/Shabnam)</li> <li>• 2021-09-02: Review website <a href="#">mock up</a> (All)</li> <li>•</li> </ul>
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<b>Agenda</b>	<b>Minutes</b>
General discussion <b>(2mins)</b>	<ul style="list-style-type: none"> <li>- Dan Bandera came on to announce his retirement. Thanks to Dan for all his work for Java/Jakarta EE over the years.</li> </ul>
Upcoming Meetings <ul style="list-style-type: none"> <li>- September 30 - 11:00 EDT</li> <li>- October 7 - 11:00 EDT (blog discussion)</li> <li>- October 14 - 11:00 EDT</li> <li>- October 21 - 11:00 EDT (Review 2022 initiatives and metrics)</li> <li>- October 28 - 11:00 EDT</li> </ul>	
Approval of the previous mtg minutes <b>(2 mins)</b>	<ul style="list-style-type: none"> <li>- Alternate week meetings - capture in separate document               <ul style="list-style-type: none"> <li>- Jonathan - wants to ensure our discussions are captured and made public.</li> <li>- Need to record calls for members that are unable to attend</li> </ul> </li> </ul>
Reporting to/from Steering Committee <b>(5 mins) (Neil)</b>	<ul style="list-style-type: none"> <li>- Working group meeting - October 19 @ 12:30 Eastern               <ul style="list-style-type: none"> <li>- Solicit input from members on what would make the working group and membership more valuable</li> </ul> </li> <li>- Initial planning for 2022 were discussed.</li> </ul>
Review Jakarta EE website updates (Chris - 10 minutes)	<ul style="list-style-type: none"> <li>- Current version - to be merged this afternoon (<a href="#">link</a>)</li> <li>- Highlight the work of Eric Poirier who has done the bulk of the work</li> <li>- Work left               <ul style="list-style-type: none"> <li>- Updating testimonials</li> <li>- What to do with the blogs?                   <ul style="list-style-type: none"> <li>- Set up working call before end of October to resolve by end of year.</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- New page integration - where they fit.</li> <li>- What effect will the budget allocation to website have? When will it have an impact? <ul style="list-style-type: none"> <li>- Budget to complete the work. (Tanja)</li> </ul> </li> <li>- Final redesign of JakartaOne went live this morning</li> <li>- Moved by Ed - approve the website refresh;</li> </ul>
<p>Current Status - Content (Shabnam - 5 minutes)</p> <ul style="list-style-type: none"> <li>- Rebrand of CNJ eBook</li> <li>- Blog series for spec updates</li> <li>- Additional webpages (how to contribute page, community page, release pages)</li> </ul>	<ul style="list-style-type: none"> <li>- Refresh being done on CNJ eBook, integrating information from technical whitepaper and developer survey report.</li> <li>- Blogs series on Specs that are being updated will be included in Nov newsletter and later to be added to updated blog section on jakarta.ee</li> <li>- Making Jakarta EE specific page “How to contribute” page, for contribution and participation.</li> <li>- New community page as anchor for activities related to community engagement</li> <li>- Release pages that list the specs that are specific to a release</li> </ul>
<p>2022 Planning (all - 30 minutes)</p> <ul style="list-style-type: none"> <li>- Review draft 2022 Steering Committee Plan (<a href="#">link</a>)</li> <li>- Determine: <ul style="list-style-type: none"> <li>- Where in funnel we want to play</li> <li>- Overarching strategy and theme</li> <li>-</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Awareness is still key (at the top) goal <ul style="list-style-type: none"> <li>- Still a lot of educating developers about Jakarta EE</li> <li>- Likely our only goal; but provide information on java EE -&gt; jakarta EE conversions</li> <li>- Version 10 will have new tech we can leverage for pushing forward</li> <li>- Improving awareness activities - better tutorials/hands-on - try now functionality; interactive demos? <ul style="list-style-type: none"> <li>- Should we leave this to members and have a page that enables developers to go to existing vendor samples/experiences</li> <li>- CTO/CIO level messaging; awareness activities</li> </ul> </li> </ul> </li> <li>- Overarching strategy and theme</li> <li>-</li> </ul>
<p>2021 Event Participation</p> <ul style="list-style-type: none"> <li>• KubeCon - October 11-15 (<a href="#">virtual booth</a>) <ul style="list-style-type: none"> <li>○ Giveaway to drive traffic to the virtual booth</li> <li>○ <a href="#">Register</a> for <a href="#">CN4EF day</a> at KubeCon</li> </ul> </li> <li>• JakartaOne Livestream - December 7 <ul style="list-style-type: none"> <li>○ Registration <a href="#">link</a></li> <li>○ CFP closed (~45 submissions)</li> </ul> </li> </ul>	<p>-Sign up for the KubeCon booth (live office hours and chat section)</p>

<ul style="list-style-type: none"> <li>○ <b>Social kit to help members promote (<a href="#">link</a>)</b></li> <li>● Vendor Talks (<a href="#">link</a>)</li> <li>● <b>JConf.dev - December 8-10 (f2f)- member presence?</b></li> </ul>	
<p><b>Jakarta EE 2021 Developer survey report &amp; promotion (<a href="#">Timeline for promotion</a>)</b></p> <ul style="list-style-type: none"> <li>- Press release (<a href="#">link</a>)</li> <li>- Mike's Blog (<a href="#">link</a>)</li> <li>- Media Coverage so far (<a href="#">link</a>)</li> <li>- <b><a href="#">Social Kit</a> to promote</b></li> <li>- <b>Open ended questions - <a href="#">spreadsheet</a> with responses</b></li> </ul>	
<p><b>Jakarta.ee website development completion (Shabnam)</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Current status</a></li> <li>- <b>The current state of this project can be seen here (<a href="#">link</a>)</b></li> <li>- <b>Feedback from community starting next week</b></li> <li>- <b>Testimonials need updating to fit new format</b></li> <li>- <b>Jakarta EE as platform for Cloud Native Java (landing page)</b></li> </ul>	<ul style="list-style-type: none"> <li>- Recommended members provide updated quotes (250 characters max) by end of day, September 24. (add directly to <a href="#">github issue</a>)</li> <li>- See list of Q4 items in the github issue</li> <li>- Aiming for majority of updates to be done by Livestream in December</li> </ul>
<p>Build out theme and strategy for events</p> <ul style="list-style-type: none"> <li>- <b>Suggest theme is aligned with our focus on cloud-native: “Jakarta EE as a reliable, trusted platform for cloud-native innovation”</b></li> <li>- <b>How do we ladder up activity from livestreams to 3rd party events?</b></li> <li>- <b>What is our message to all audiences who attend?</b></li> <li>- <b>What content, graphics, templates, etc. do we want to consistently leverage to promote our theme?</b></li> <li>- Common objectives and process for livestream events (<a href="#">current</a>)</li> <li>- Common objectives and process for 3rd party events?</li> </ul> <p><b>Event Budget and Spending</b></p> <p><b>Livestream <a href="#">report</a> - review (Tanja)</b></p> <ul style="list-style-type: none"> <li>- <b>Need promotion and support for all JakartaOne events</b></li> </ul> <p><b>Devoxx UK - sponsor lanyards (cost \$5500 but split with ECD Tools WG)</b></p> <p><b>KubeCon - October 11-15 (virtual booth)</b></p> <ul style="list-style-type: none"> <li>● <b><a href="#">CN4EF day</a> at KubeCon</b></li> </ul> <p><b>JakartaOne Livestream - December 7</b></p>	<p><b>Livestreams</b></p> <ul style="list-style-type: none"> <li>- Turkish event - no vendor participants <ul style="list-style-type: none"> <li>- Hard to find speakers</li> <li>- Summer got in the way</li> </ul> </li> <li>- Communications have been good highlighting the need for speakers</li> <li>- *** Need to amplify the message about the events</li> </ul> <p><b>Devoxx UK</b></p> <ul style="list-style-type: none"> <li>- Agreed with sponsorship of the lanyards (no booth)</li> </ul> <p><b>Kubecon</b></p> <ul style="list-style-type: none"> <li>- 6 sessions at the booth</li> <li>- Staffing sheet coming for members to add session information.</li> </ul>

<ul style="list-style-type: none"> <li>- <b>Registration <a href="#">link</a></b></li> <li>- <b>CFP closed (~45 submissions)</b></li> <li>- <b>Social kit to help members promote <a href="#">(link)</a></b></li> <li>- <b>Vendor Talks <a href="#">(link)</a></b></li> </ul> <p><b>JConf.dev - December 8-10 (f2f)</b></p>	
<p><b>Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation</b></p> <ul style="list-style-type: none"> <li>- content explaining how Jakarta EE is related to offerings (running on their platforms and others)</li> </ul>	<ul style="list-style-type: none"> <li>- Jelastic - blog <a href="#">(link)</a></li> <li>- Oracle</li> <li>- Payara</li> <li>- IBM doing an article and webcast series on Cloud-Native Java on AWS, Azure, IBM Cloud, GCP</li> </ul>
<p>Jakarta EE &amp; MicroProfile marketing synergy (align strategy as appropriate)</p> <ul style="list-style-type: none"> <li>- <b>Jakarta EE &amp; MicroProfile Messaging Doc - <a href="#">link</a></b></li> <li>- <b>Common messaging?</b></li> <li>- <b>Common event strategy?</b></li> <li>- (see next item - theme and strategy)</li> </ul>	
<p><b>Trends &amp; Directions in the Market</b></p> <ul style="list-style-type: none"> <li>- Review any new trends</li> <li>- Topics to pursue</li> </ul>	