## Jakarta EE Marketing Committee Meeting - March 3, 2022 (11:00 ET)

### Attendees:
- Yuichi Kusano (Fujitsu)
- Neil Patterson (IBM)
- Cesar Hernandez (Tomitribe)
- Ed Bratt (Oracle)
- Melissa Jacobus (Oracle)
- Dominika Tasarz (Payara)
- Jadon Ortlepp (Payara)
- Eric Meng (Primeton)
- Jonathan Gallimore (Tomitribe)
- Ryan St James (Tomitribe)
- Otavio Santana (Committer Rep)
- Zhao Xin (Shandong Cvicse Middleware Co., Ltd)
- Enterprise Member Rep
- David Blevins (Tomitribe)

### Eclipse Foundation:
- Shabnam Mayel (Eclipse Foundation)
- Tanja Obradovic (Eclipse Foundation)

### Current Projects

- **Q1 Priorities**
  - Launch & promote the rebranded CNJ eBook
  - Create blog series on individual Specifications
  - Launch the 2022 Developer Survey
  - Deliver the "how to get involved in Jakarta EE" landing page and videos
  - Developer Survey question feedback
  - Giveaways to reward top committers and contributors
  - Work on content targeting IT Decision Makers to drive executive awareness (deliver in Q2)
  - Develop a "Why Jakarta EE" page and social program (deliver in Q2)
  - Ensure stakeholders and broader market understand where the technology is going and feel confident in investing

- **Ongoing Priorities**
  - Jakarta EE Article Series - compatible products in action
  - [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
    - Chinese (in process)
### Action Items:
- **2021-07-08**: Set up tech talk for website update (Chris to deliver)
- **2021-11-18**: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)
- **2022-02-03**: Promote launch of eBook (all)

### Completed:
- **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)
- **2022-01-20**: Provide feedback on Developer Survey questions by 2022-01-27. (All)
- **2021-09-02**: Book a time for Kristy to review SEO status with the team (Shabnam)

### Agenda

<table>
<thead>
<tr>
<th>General discussion (2mins)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Upcoming Meetings</strong></td>
</tr>
<tr>
<td>- March 10 - 11:00 ET (news)</td>
</tr>
<tr>
<td>- March 17 - 11:00 ET</td>
</tr>
<tr>
<td><strong>Approval of the previous mtg minutes (2 mins)</strong></td>
</tr>
<tr>
<td><strong>Reporting to/from Steering Committee (5 mins) (Neil)</strong></td>
</tr>
<tr>
<td>- Badging proposal - <a href="#">Jakarta EE Badging Program</a></td>
</tr>
</tbody>
</table>

### Minutes

<table>
<thead>
<tr>
<th>Content (Shabnam)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Submit News</td>
</tr>
<tr>
<td>- Process document (<a href="#">link</a>)</td>
</tr>
<tr>
<td>- Rebrand of CNJ eBook</td>
</tr>
<tr>
<td>- Social Kit <a href="#">Link</a>-Please promote</td>
</tr>
<tr>
<td>- <a href="#">Landing page preview</a></td>
</tr>
<tr>
<td>- <a href="#">Final designed draft</a></td>
</tr>
<tr>
<td>- 2022 Developer Survey-timeline</td>
</tr>
<tr>
<td>- Official launch delayed until March 8</td>
</tr>
<tr>
<td>- Members should create blog post promoting survey (<a href="#">see timeline for signup</a>)</td>
</tr>
<tr>
<td>- <a href="#">Social kit</a></td>
</tr>
<tr>
<td>- <a href="#">Key messaging document</a></td>
</tr>
<tr>
<td>- <a href="#">Releases page is now live</a></td>
</tr>
<tr>
<td>- <a href="#">How to get involved in Jakarta EE page mockup</a></td>
</tr>
<tr>
<td>- <a href="#">How to contribute video</a></td>
</tr>
</tbody>
</table>
- **How to become a committer**
- Blog series for spec updates
- Community presentation link, Jakarta EE template deck are added to the website now, virtual zoom backgrounds
- Tech Talk Sign up sheet
- Update information (link)
- Update content on some of the webpages based on SEO recommendations (FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages)

### Release 10 Planning
- Timeline (link)
- Messaging Document (link)
- Vendor support

### Discuss different views of the news feed
- Need to ensure the news feeds are consistent ([Jakarta EE Working Group News link](#) vs [eclipse/jakarta news link](#))
- Information in the [github issue 1321](#)

### Event Planning - 2022
- **FOSDEM (Feb 5-6)**
  - [JavaLand](#) (March 15-17)
    - Table in the usergroup cafe - need help staffing: No need for any advanced scheduling or formal sign ups. Just pop in if present at the event
    - Map
    - Hours
  - DevNexus (April 12-14, Atlanta)
  - Devoxx UK (May 11-13)
  - JNation (June 7)
  - JBCNConf (July 18-20)
    - We are offered a 1*2m space in the community stand for a table and a rollup - need to cover the booth for 9-18hrs
  - Devoxx BE (October 10-14)

- **JakartaOne Livestream(s)**
  - Look at localization expansion
    - Eg. China

- **Javaland** - will have a table top - see the map and hours
  - Would like any members present to help

- **DevNexus** - reception open to all - meet and greet format

- **Devoxx UK** - Payara will be there; can host Ivar or others in their booth

- **JNation** - Payara looking at sponsoring; can host Jakarta EE talks/discussions

- **JBCNConf** - look into member presence and how we can support Jakarta EE conversations.

### Livestreams
- Discussion in Jakarta EE ambassador’s mailing list - gaining member base in China; would like to get a livestream in Chinese
  - Need a program committee
  - 3-5 talks
- Individuals should reach out to the various communities to gauge interest
<table>
<thead>
<tr>
<th>Case Studies - Jakarta EE ambassadors</th>
<th>- Have the existing guidelines for any livestreams, localized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create content targeting IT Decision Makers to drive executive awareness</td>
<td>- Looking to deliver in 2Q2022 - need to draft an outline and tie to release 10 rollout</td>
</tr>
<tr>
<td>Develop and promote a “Why Jakarta EE” page and social program</td>
<td></td>
</tr>
</tbody>
</table>