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

### 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)
- Dan Bandera (IBM)
- Jonathan Gallimore (Tomitribe)
- John Clingan (Red Hat)
- Ryan St James (Tomitribe)
- Tetiana Fydorenchyk (Jelastic)
- Otavio Santana (Committer Rep)

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

### Current Projects
- **Q3 Priorities** ([PPT link](#), [spreadsheet](#))
  - Jakarta EE 2021 Developer survey report & promotion
  - Jakarta.ee website 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
  - Chinese (in process)
**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
- 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)

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<tr>
<th>Agenda</th>
<th>Minutes</th>
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<tr>
<td>General discussion (2mins)</td>
<td>- Dan Bandera came on to announce his retirement. Thanks to Dan for all his work for Java/Jakarta EE over the years.</td>
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| Upcoming Meetings | - September 30 - 11:00 EDT  
- October 7 - 11:00 EDT (blog discussion)  
- October 14 - 11:00 EDT  
- October 21 - 11:00 EDT (Review 2022 initiatives and metrics)  
- October 28 - 11:00 EDT |
| Approval of the previous mtg minutes (2 mins) | - Alternate week meetings - capture in separate document  
- Jonathan - wants to ensure our discussions are captured and made public.  
- Need to record calls for members that are unable to attend |
| Reporting to/from Steering Committee (5 mins) (Neil) | - Working group meeting - October 19 @ 12:30 Eastern  
- Solicit input from members on what would make the working group and membership more valuable  
- Initial planning for 2022 were discussed. |
| Review Jakarta EE website updates (Chris - 10 minutes) | - Current version - to be merged this afternoon (link)  
- Highlight the work of Eric Poirier who has done the bulk of the work  
- Work left  
  - Updating testimonials  
  - What to do with the blogs?  
  - Set up working call before end of October to resolve by end of year. |
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<th>New page integration - where they fit.</th>
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<td>What effect will the budget allocation to website have?</td>
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<td>When will it have an impact?</td>
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<tr>
<td>- Budget to complete the work. (Tanja)</td>
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<td>- Final redesign of JakartaOne went live this morning</td>
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<td>- Moved by Ed - approve the website refresh;</td>
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<th>Current Status - Content (Shabnam - 5 minutes)</th>
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<tr>
<td>- Rebrand of CNJ eBook</td>
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<td>- Blog series for spec updates</td>
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<td>- Additional webpages (how to contribute page, community page, release pages)</td>
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| Refresh being done on CNJ eBook, integrating information from technical whitepaper and developer survey report. |
| 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 |
| Making Jakarta EE specific page “How to contribute” page, for contribution and participation. |
| New community page as anchor for activities related to community engagement |
| Release pages that list the specs that are specific to a release |

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<th>2022 Planning (all - 30 minutes)</th>
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<tr>
<td>- Review draft 2022 Steering Committee Plan (link)</td>
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<tr>
<td>- Determine:</td>
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<tr>
<td>- Where in funnel we want to play</td>
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<td>- Overarching strategy and theme</td>
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<th>Awareness is still key (at the top) goal</th>
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<td>- Still a lot of educating developers about Jakarta EE</td>
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<td>- Likely our only goal; but provide information on java EE -&gt; jakarta EE conversions</td>
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<td>- Version 10 will have new tech we can leverage for pushing forward</td>
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<td>- Improving awareness activities - better tutorials/hands-on - try now functionality; interactive demos?</td>
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<td>- Should we leave this to members and have a page that enables developers to go to existing vendor samples/experiences</td>
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<td>- CTO/CIO level messaging; awareness activities</td>
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<td>- Overarching strategy and theme</td>
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<th>2021 Event Participation</th>
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<td>- KubeCon - October 11-15 (virtual booth)</td>
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<td>- Giveaway to drive traffic to the virtual booth</td>
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<td>- Register for CN4EF day at KubeCon</td>
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<tr>
<td>- JakartaOne Livestream - December 7</td>
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<tr>
<td>- Registration link</td>
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<td>- CFP closed (~45 submissions)</td>
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<th>Sign up for the KubeCon booth (live office hours and chat section)</th>
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Social kit to help members promote [*link*]
- Vendor Talks [*link*]
- JConf.dev - December 8-10 (f2f) member presence?

**Jakarta EE 2021 Developer survey report & promotion (Timeline for promotion)**
- Press release [*link*]
- Mike’s Blog [*link*]
- Media Coverage so far [*link*]
- **Social Kit to promote**
- Open ended questions - *spreadsheet* with responses

**Jakarta.ee website development completion (Shabnam)**
- **Current status**
- The current state of this project can be seen here [*link*]
- Feedback from community starting next week
- Testimonials need updating to fit new format
- Jakarta EE as platform for Cloud Native Java (landing page)

- Recommended members provide updated quotes (250 characters max) by end of day, September 24. (add directly to *github issue*
- See list of Q4 items in the github issue
- Aiming for majority of updates to be done by Livestream in December

**Build out theme and strategy for events**
- **Suggest theme is aligned with our focus on cloud-native: “Jakarta EE as a reliable, trusted platform for cloud-native innovation”**
- How do we ladder up activity from livestreams to 3rd party events?
- What is our message to all audiences who attend?
- What content, graphics, templates, etc. do we want to consistently leverage to promote our theme?
- Common objectives and process for livestream events (*current*)
- Common objectives and process for 3rd party events?

**Event Budget and Spending**

**Livestreams**
- Turkish event - no vendor participants
  - Hard to find speakers
  - Summer got in the way
- Communications have been good highlighting the need for speakers
- *** Need to amplify the message about the events

**Devoxx UK**
- Agreed with sponsorship of the lanyards (no booth)

**Kubecon**
- 6 sessions at the booth
- Staffing sheet coming for members to add session information.
- Registration [link](#)
- CFP closed (~45 submissions)
- Social kit to help members promote [link](#)
- Vendor Talks [link](#)

**JConf.dev - December 8-10 (f2f)**

### Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation
- content explaining how Jakarta EE is related to offerings (running on their platforms and others)

### Jakarta EE & MicroProfile marketing synergy (align strategy as appropriate)
- [Jakarta EE & MicroProfile Messaging Doc - link](#)
- Common messaging?
- Common event strategy?
- (see next item - theme and strategy)

### Trends & Directions in the Market
- Review any new trends
- Topics to pursue

- Jelastic - blog [link](#)
- Oracle
- Payara
- IBM doing an article and webcast series on Cloud-Native Java on AWS, Azure, IBM Cloud, GCP