### Jakarta EE Marketing Committee Meeting - July 8, 2021 (09:00 AM)

<table>
<thead>
<tr>
<th>Attendees:</th>
<th>Eclipse Foundation:</th>
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<tr>
<td>Neil Patterson (IBM)</td>
<td>Tanja Obradovic (Eclipse Foundation)</td>
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<td>Cesar Hernandez (Tomitribe)</td>
<td>Karen McNaughton (Eclipse Foundation)</td>
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<td>Ed Bratt (Oracle)</td>
<td>Thabang Mashologu (Eclipse Foundation)</td>
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<td>Melissa Jacobus (Oracle)</td>
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<td>Dominika Tasarz (Payara)</td>
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<td>Jadon Ortlepp (Payara)</td>
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<td>Eric Meng (Primeton)</td>
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<td>Dan Bandera (IBM)</td>
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<td>Jonathan Gallimore (Tomitribe)</td>
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<td>John Clingan (Red Hat)</td>
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<td>Ryan St James (Tomitribe)</td>
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<td>Tetiana Fydorenchyk (Jelastic)</td>
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<td>Otavio Santana (Committer Rep)</td>
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#### Current Projects
- Q2 Priorities ([PPT link](#), [spreadsheet](#))
  - Create program to attract contributors and promote to committers
  - Create program to highlight/reward contributors based on contribution
- Collateral Repository
- Why Jakarta EE (Roadmap) content
- JakartaOne Livestream
- Case Studies ([form](#))
- SEO & member site updates
- Jakarta EE Website redesign (go live start of Q2)
- New Communities + localization
  - Chinese (in process)

#### Action Items:
- 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: Set up tech talk for website update (Chris to deliver)
- 2021-07-08: Event follow up - Karen (Devoxx France); Neil (Devoxx BE); Neil (j4k.io)

#### 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

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<thead>
<tr>
<th>Agenda</th>
<th>Minutes</th>
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<tr>
<td>General discussion (2mins)</td>
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<td>Upcoming Meetings</td>
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<td>- July 22 - 11:00 EDT</td>
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<td>- August 5 - 9:00 EDT</td>
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<td>- August 19 - 11:00 EDT</td>
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<td>Approval of the previous mtg minutes (2 mins)</td>
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### Reporting to/from Steering Committee (5 mins) (Neil)

#### JakartaEE Website Development Update:
- May 1st WebDev began development
- Breaking project into next 2 quarters
  - Header/Footer and style done quickly to refresh the site
  - Incremental updates to individual pages
- Review - [Github issue](#)
- Request is for community support to work through identified activities and accelerate delivery. We would set up sprints with structure and checkpoints

- Chris shared Github issue #1236 for tracking high level design discussion
- Q3 - Template and Homepage
  - Make the overall site and pages look and feel the same but with the same content
- Q4 - Core page updates
  - Community involvement in doing page updates once the new template and css are available.
  - Question about site update documentation - some exists but Chris and team looking at CMS for the site that would help with site update requests by marketing team
  - Moving JakartaBlogs.ee to jakarta.ee #1037 [issue](#) discussed as needing to be part of the update. CMS may help with this.
  - Chris happy to do a lunch-and-learn for people to ramp-up on how to do the updates. - put as a Jakarta tech talk.

#### Events - [Event list](#)
- Devoxx France - Karen to get sponsorship information
- Devoxx BE - Neil to get sponsorship information
- J4k.io - Neil to follow up with Cesar about October event

#### Review 3Q Priorities
See slide 12 of the [Jakarta EE Program Plan](#)

#### JakartaOne Livestream schedule ([link](#))
- December 7 - main event
- Aug 21 JakartaOne Livestream - Turkish
- Sept 29 JakartaOne Livestream - Portuguese
- Oct 1 JakartaOne Livestream - Spanish
- Need vendor specific talks added to the schedule

#### Jakarta EE Badging Proposal (5 minutes - Neil)
- Need to provide details and budget information to steering committee
**Elections**
- Coming soon
- Committers and participant member representatives

**Article proposal (Tanja - 5 minutes)**
- Request to members to write content explaining how Jakarta EE is related to offerings (running on their platforms and others)
  - Eg. Jelastic running Jakarta EE workloads - [link](#)
  - Payara
  - Oracle
  - IBM
  - Eclipse Foundation article featuring cross platform Jakarta EE support (relevance in Cloud era)

**Github issues best practices (10 minutes - Melissa)**
- Review document to save themes and best practices from github issues ([link to folder](#))
- [Link to document](#)
- Cesar - recommendation to interact with the submitter to ensure the content is channeled to the right place and make consistent with other items of the same type
- All - please review the document and provide any additional insights.

**Content issues**
- Review current content submissions
- [Link to Best Practices document](#)
- All - review open tickets

**Case Studies (Karen - 5 minutes)**
- Members to “raise their hand” using the form to kickstart the process
- New Slide about request ([link](#))
- Explore end-user experience of moving to/use Jakarta EE in production with their applications
- Likely initial migration stories might focus on namespace change
- experience or new apps and value of Jakarta and the evolution of Java
- Case Studies ([form](#))

**Jakarta EE Wikipedia page (5 minutes)**
- Marketing committee to review and help with updating the [content doc](#)
- Schedule a working session