

## Jakarta EE Marketing Committee Meeting - August 4, 2022 (11:00 ET)

<p><b>Attendees:</b>          Yuichi Kusano (Fujitsu)          Neil Patterson (IBM)          Alasdair Nottingham (IBM)          Emily Jiang (IBM)          Cesar Hernandez (Tomitribe)          Ed Bratt (Oracle)          Melissa Jacobus (Oracle)          Dominika Tasarz (Payara)          Priya Khaira-Hanks (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</p> <p>David Blevins (Tomitribe)          Valentina Kovacic, (Payara Marketing Director)</p>	<p><b>Eclipse Foundation:</b>          Shabnam Mayel (Eclipse Foundation)          Tanja Obradovic (Eclipse Foundation)</p>
<p><b>Current Projects</b>          Q3 Priorities</p> <ul style="list-style-type: none"> <li>- Deliver the report of the 2022 Developer Survey</li> <li>- Launch the technical survey on specification direction for Jakarta EE (Otavio, Ed, Emily)</li> <li>- Create contribution resources for developers and architects to justify engagement to their IT decision makers</li> <li>- deliver "Why Jakarta EE" (Otavio)</li> <li>- deliver "IT Decision Maker content" (Neil)</li> </ul> <p>Ongoing Priorities</p> <ul style="list-style-type: none"> <li>- <a href="#">Collateral Repository</a></li> <li>- Promote compatible products on various social channels</li> <li>- Promote individual contributors</li> <li>- Evangelize Jakarta EE at major events/trade shows of relevance to our community</li> <li>- SEO &amp; PPC related implementation</li> <li>- Jakarta EE Article Series - compatible products in action</li> <li>- Host &amp; promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream</li> <li>- Promote individual contributors and newly elected committers and new contributors social channels</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Need to assign ownership/leadership to these priorities.</b></li> <li>- <b>For justifying engagement - look at adding to or making it similar to the "How to get involved" section</b></li> <li>- <b>IT Decision maker content - Neil</b></li> <li>- <b>Article series - need ownership and need to highlight what every org has been doing.</b></li> <li>- <b>Jakarta EE Technical Survey</b> <ul style="list-style-type: none"> <li>- <b>Need owner from Marketing to guide creation of questions with the help of the specification project teams</b></li> </ul> </li> </ul>

and on the community news section of the Jakarta EE website.	
<b>Action Items:</b> <ul style="list-style-type: none"> <li>● <b>2022-03-31: Jakarta EE 10 Launch (All)</b></li> </ul>	<b>Completed:</b> <ul style="list-style-type: none"> <li>● 2021-09-16: Update testimonial quotes from members for (250 characters max) site NOW!!! (add directly to <a href="#">github issue</a>)</li> <li>● 2021-09-30: Review and provide input on overarching theme and strategy for 2022 planning - Plan due Nov 1.</li> <li>● 2021-09-30: Promote JakartaOne Livestream event (All)</li> <li>● 2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All)</li> <li>● 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam)</li> <li>● <b>2022-02-03: Promote launch of eBook (all)</b></li> <li>● <b>2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)</b></li> <li>● <b>2022-03-03: Promote Developer Survey (All)</b></li> <li>● <b>2022-05-26: Look at creating representative images as well as updated branding guidelines to ensure confusion is limited (Neil)</b></li> <li>● 2021-07-08: Set up tech talk for website update (Chris to deliver)</li> </ul>

<b>Agenda</b>	<b>Minutes</b>
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- August 4 - 11:00 a.m. ET</li> <li>- August 18 - 11:00 a.m. ET</li> </ul>	
Approval of the previous mtg minutes (2 mins)	
Reporting to/from <a href="#">Steering Committee</a> (5 mins) (I)	<b>2022-07-05 - Steering committee meeting</b> <ul style="list-style-type: none"> <li>● Discussed EE 10 status – No dissent about proposed Aug 30 announce. Confirmed that ballot may start on Aug. 15 and we can still make that date. However if ballot has not started by the 15, we will need to find another announcement date.</li> <li>● Discussed face to face meetings at EclipseCon. Please let Tanja know if you will be at EclipseCon.</li> <li>● Please promote the elections are coming up.</li> </ul>

<p><b>Release 10 Planning</b></p> <ul style="list-style-type: none"><li>- Timeline (<a href="#">link</a>)</li><li>- Messaging Document - Steering Committee version (<a href="#">link</a>)<ul style="list-style-type: none"><li>- Marketing version (<a href="#">link</a>)</li><li>- <a href="#">Updated release image</a></li><li>- <a href="#">Jakarta EE 10 release page issue</a></li></ul></li><li>- <a href="#">Vendor support</a></li></ul>	<p><b>MKT CMTE to recommend a PR announcement date Aug. 30 2022</b></p> <ul style="list-style-type: none"><li>- <b>Members to appoint spoke persons to talk to media companies about Jakarta EE 10 and its impact</b><ul style="list-style-type: none"><li>- Preferably involved in their company's contribution. And able to talk about what it's bringing to the table that's different. The marketing committee members would be ideal.</li><li>- Members please contact Shabnam to provide contact names if you wish to provide a representative (preferably by next Thursday)</li></ul></li></ul> <p><b>Jakarta EE 10 Release Videos:</b></p> <ul style="list-style-type: none"><li>- <a href="#">Main Jakarta EE 10 Influencer video</a></li><li>- Now 8 <a href="#">Jakarta EE 10 individual video interviews</a></li><li>- <a href="#">Release image video</a></li><li>- New video recently added.</li></ul> <p><a href="#">Link to Social Kit for members to promote-will be updated with more content as we go</a></p> <ul style="list-style-type: none"><li>• Zoom and linkedin backgrounds added to the social cards</li><li>• Social kits are evolving so please review.</li></ul> <p>Supporting quotes - Done</p> <p>Blog post drafts - <b>due July 19</b></p> <ul style="list-style-type: none"><li>- <a href="#">Landing page is in staging-Github issue here</a></li><li>- Drumbeat activities:<ul style="list-style-type: none"><li>- Webinars on vendor platforms<ul style="list-style-type: none"><li>- Webinar on Payara's platform scheduled on April 20th</li><li>- IBM Webinar - June 21, 2022 (<a href="#">link</a>)</li><li>- Jakarta EE 10 release celebration Tech Talk June 28 - <a href="#">Report</a></li><li>- Jakarta EE - June 30, 2022 (Align with German JakartaOne Livestream)</li></ul></li></ul></li></ul>

	<ul style="list-style-type: none"> <li>- Chinese tech talk - by Emily Jiang - July 7th</li> <li>- introducing Jakarta EE 10 release</li> </ul> <p>2022-08-04 – no member updates.</p> <p>2022-07-21 - Discussed new landing page. Gave some feedback about the videos – perhaps stage the release announcements of each of the nine videos. Eric has released a few videos from the Tech. Talk – would we include any of these? Tanja and Shabnan will review. Asked if we can have a ‘play-list’ view and also if the videos can be viewed directly from the EE 10 page (rather than browning over to YouTube).</p> <p>2022-08-04 – Landing page and videos, Shabnam is working with Eric on this.</p>
<p><a href="#">Technical Developer survey</a> (Otavio, Ed, Emily)</p>	<ul style="list-style-type: none"> <li>-need to work with project teams to form the question</li> <li>-need to come up with a <a href="#">timeline and launch plan</a></li> </ul> <p>Committee members should start to fill in the elements of the survey link (LH Column). Tanja suggests a good date for presenting the data would be the EE Livestream in Dec. This will require pretty consistent focus. Dec. is a pretty aggressive date, but probably not impossible. Otavio &amp; Emily will collect some thoughts for next meeting.</p> <p>Aug 4 – reviewed the updates to the survey doc. Committee members will continue to add questions.</p> <p>Discussed timelines. It will be challenging to have results that are useful for EE 11. May not have as much impact but we agree that this will be valuable, regardless.</p>
<p><b>Additional Funds utilization</b></p> <ul style="list-style-type: none"> <li>- New membership providing new funds</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Options</b> <ul style="list-style-type: none"> <li>- <b>Provide giveaways at regional events</b> <ul style="list-style-type: none"> <li>- Portuguese, Chinese, Japanese</li> </ul> </li> <li>- <b>Add short videos related to finding and using specifications - tied to the updates</b> <ul style="list-style-type: none"> <li>- Would be useful to newcomers and people getting used to the spec process</li> </ul> </li> <li>- <b>Plan professional grade service for interviews &amp; videos during f2f meeting-maybe share the cost with other WGs interested (At EclipseCon)</b></li> <li>- <b>Another suggestion is to dedicate small budget to support community events similar to JNation</b></li> </ul> </li> <li>- Discussion – Consider professional video made at EclipseCon – could have some technical issues when we do this, <a href="#">we should be sure to include the available collateral material (project site, tutorials, etc.) and ‘where to</a></li> </ul>

	<p><a href="#">go for updated info</a>) Tanja suggests this as a list of “<a href="#">what the presenters should bring with them for their interview or possibly in post-production</a>)</p> <ul style="list-style-type: none"> <li>- Suggested: 12K for swag and shipping; 10K for professional production at EclipseCon. More proposal details <a href="#">here</a>.</li> </ul>
<p><b><u>Content (Shabnam)</u></b></p> <ul style="list-style-type: none"> <li>- <b>Submit News</b> <ul style="list-style-type: none"> <li>- Process document (<a href="#">link</a>)</li> </ul> </li> <li>- Rebrand of CNJ eBook <ul style="list-style-type: none"> <li>- Social Kit <a href="#">Link</a>-Please promote</li> <li>- <a href="#">Landing page preview</a></li> </ul> </li> <li>- 2022 Developer Survey- <ul style="list-style-type: none"> <li>- <b><u>Timeline</u></b></li> </ul> </li> <li>-</li> <li>- <b><u>Survey participation report</u></b> <ul style="list-style-type: none"> <li>- <a href="#">Results so far</a></li> <li>- Members should create blog post promoting survey (<a href="#">see timeline for signup</a>)</li> <li>- <a href="#">Social kit</a></li> <li>- <a href="#">Key messaging document</a></li> </ul> </li> <li>- Blog Series-<a href="#">David Kral's article published on Jaxenter</a></li> <li>- Ladislav Thon- <a href="#">CDI Lite published on TheServerSide</a></li> <li>- <b><u>Releases page is now live</u></b></li> <li>- <b><u>How to get involved in Jakarta EE page mockup</u></b> <ul style="list-style-type: none"> <li>- <b><u>How to contribute video</u></b></li> <li>- <b><u>How to become a committer</u></b></li> </ul> </li> <li>- <b><u>Blog series for spec updates</u></b></li> <li>- <b><u>Community presentation link, Jakarta EE template deck</u></b> are added to the website now, <b><u>virtual zoom backgrounds</u></b></li> <li>- <b>Tech Talk-</b> <ul style="list-style-type: none"> <li>- <b><u>Sign up sheet</u></b></li> <li>- <b><u>Sign up sheet result</u></b></li> <li>- <b><u>Scheduled talks</u></b></li> </ul> </li> <li>- Update content on some of the webpages based on SEO recommendations(FAQs, About Jakarta EE WG, About Jakarta EE &amp; Specification pages)</li> </ul>	<ul style="list-style-type: none"> <li>- Submit tech talks through the website form - currently we have talks into April but need more.</li> <li>- <a href="#">2022 Developer Survey findings</a> for members to provide feedback by <b>21 July, 2022</b>.</li> <li>- <b><u>Designed Draft</u></b></li> </ul> <p>Members, please review and provide comments on the slides (from the link above) today. If at all possible. No comments have been added as of today. Late comments can be accepted until Monday/Tuesday next week (July 26).</p>
<p><b>Develop and promote a “Why Jakarta EE” page and social program</b></p>	<ul style="list-style-type: none"> <li>- Build out draft based on Messaging document <ul style="list-style-type: none"> <li>- <b><u>First draft to start with-Shabnam</u></b></li> <li>- Need to assign a couple of people to work through this and start the page design</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- <b>Ed, Jadon, and Neil to take a first cut</b></li> <li>- Neil to put timeline together for this - target September</li> </ul> <p>Members (esp. Niel &amp; Jadon) please provide comments by this meeting in two weeks.</p>
<p><b>Create content targeting IT Decision Makers to drive executive awareness</b></p> <ul style="list-style-type: none"> <li>- Neil to own</li> </ul>	<ul style="list-style-type: none"> <li>- Looking to deliver in 3Q2022 - need to draft an outline and leverage to release 10 rollout</li> </ul>
<p><a href="#">Q2 Marketing Operations Update</a>-please review and provide feedback on the deck by Jul 28, 2022</p>	<ul style="list-style-type: none"> <li>● Members, please review the progress to date. We will go through this next meeting and try to lay out goals for the remainder of the year. Perhaps add more Give-Aways.</li> </ul>
<p><b>Case Studies</b></p> <ul style="list-style-type: none"> <li>- Jakarta EE ambassadors</li> <li>- Member submitted</li> </ul>	<ul style="list-style-type: none"> <li>- Need to come up with actual end-user case studies to show Jakarta EE in production</li> <li>- Otavio - writing one now - end of July</li> <li>- Neil - blog series with client (will work on case study support) - September target</li> </ul>
<p><b>Event Planning - 2022</b></p> <ul style="list-style-type: none"> <li>— <del>FOSDEM (Feb 5-6)</del></li> <li>— <del>JavaLand (March 15-17)</del> <ul style="list-style-type: none"> <li>— <del>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</del></li> <li>— <del><a href="#">Map</a></del></li> <li>— <del><a href="#">Hours</a></del></li> </ul> </li> <li>— <del>DevNexus (April 12-14, Atlanta)</del> <ul style="list-style-type: none"> <li>— <del>we've been offered a free booth: <a href="#">booth sign up sheet</a></del></li> </ul> </li> <li>— <del>Devoxx UK (May 11-13)</del></li> <li>— <del><a href="#">JNation</a> (June 7)</del></li> <li>- <a href="#">JBCNConf</a> (July 18-20) <ul style="list-style-type: none"> <li>- <b>We are offered a 1*2m space in the <a href="#">community stand</a> for a table and a rollup-need to cover the booth for 9-18hrs</b></li> </ul> </li> <li>- JConf.dev (September 24-26, Chicago)</li> <li>- Devoxx BE (October 10-14)</li> <li>- JavaOne (October 16-20, Las Vegas) <ul style="list-style-type: none"> <li>- Should we do a reception?</li> </ul> </li> <li>- EclipseCon 2022 (October 24-27, <a href="#">Ludwigsburg</a>)</li> <li>- W-Jax 7-9 Nov (end user perspective)</li> </ul> <p><b>JakartaOne Livestream</b></p>	<p>Recommendations</p> <ul style="list-style-type: none"> <li>- Look to invite JUGs, and other members to participate in the booth when we have one. Promote to them the value of conversations they can have and get them excited about sharing their experiences.</li> <li>- <a href="#">JBCNConf Sign up sheet</a></li> </ul> <p>Livestream event results:  <a href="#">JakartaOne Livestreams Report + Celebration Tech Talk (2022) - Google Slides</a></p>

<p><a href="#">Vendor keynotes registration spreadsheet</a>  <b>Annual JakartaOne Livestream - Date: Dec 6</b></p> <p>JakartaOne Livestream(s)</p> <ul style="list-style-type: none"> <li>- Look at localization expansion <ul style="list-style-type: none"> <li>- Eg. China</li> </ul> </li> <li>- Possible interested areas <ul style="list-style-type: none"> <li>- Spanish <ul style="list-style-type: none"> <li>- Interested to have the event-talked to Tanja at Devnexus</li> </ul> </li> <li>- <b>German - June 30</b></li> <li>- <b>Chinese - August 31</b></li> <li>- <b>Japanese - Sept 16</b></li> <li>- <b>Portuguese Sept 29</b></li> </ul> </li> </ul> <p>Look at more engagement in Chinese Jakarta EE community</p>	
<p><b>Collateral Backlog</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Link</a></li> </ul>	<ul style="list-style-type: none"> <li>- <b>Review and assign owners</b> <ul style="list-style-type: none"> <li>- Large number that were brought over from Jakarta website</li> <li>- Please review and update as you are able.</li> </ul> </li> </ul> <p>Review for organizational categories, is the issue still valid.  Consider using the Project (Kanban like) boards from GitHub.</p>
<p><b>Q2 &amp; Q3 priorities - review</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Document link</a></li> </ul>	<p>Are there any updates needed for Q3?  Do we need to move a Q2 priority into Q3?</p> <p>Document updated to reflect transition from Q2 to Q3</p> <p>Bring up to the steering committee/Platform committee - Launch the technical survey on specification direction for Jakarta EE</p>