

## Jakarta EE Marketing Committee Meeting - November 18, 2021 (11:00 ET)

<p><b>Attendees:</b> 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) John Clingan (Red Hat) Ryan St James (Tomitribe) Tetiana Fydorenchuk (Jelastic) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep</p>	<p><b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Clark Roundy (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <ul style="list-style-type: none"><li>- Q4 Priorities (<a href="#">PPT link</a>, <a href="#">spreadsheet</a>)<ul style="list-style-type: none"><li>- 2022 Planning</li><li>- Jakarta EE 2021 Developer survey promotion</li><li>- Jakarta.ee website phase II 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>- <a href="#">Collateral Repository</a></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: Book a time for Kristy to review SEO status with the team (Shabnam)
- **2021-09-30: Promote JakartaOne Livestream event (All)**
- **2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)**

**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>● 2021-09-02: Set up “training” on platform for speakers in upcoming Livestream calls (Shabnam) <ul style="list-style-type: none"> <li>○ Scheduled for Monday/Tuesday next week (Sept 20-21)</li> </ul> </li> <li>● 2021-09-30: Sign up by <b>Oct 5</b> for booth duty KubeCon - October 11-15 (<a href="#">virtual booth</a>)</li> <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>●</li> </ul>
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<b>Agenda</b>	<b>Minutes</b>
General discussion ( <b>2mins</b> )	- We did not have enough member participants in attendance for quorum.
Upcoming Meetings <ul style="list-style-type: none"> <li>- November 18 - 11:00 ET</li> <li>- No meeting November 25</li> <li>- December 9 - 11:00 ET</li> </ul>	
Approval of the previous mtg minutes ( <b>2 mins</b> )	
Reporting to/from Steering Committee ( <b>5 mins</b> ) ( <b>Neil</b> )	
<b>Public email list for Marketing</b> <a href="https://accounts.eclipse.org/mailling-list/jakarta.ee/marketing">https://accounts.eclipse.org/mailling-list/jakarta.ee/marketing</a> <ul style="list-style-type: none"> <li>- Announce through the Jakarta EE news</li> <li>- need volunteer to add this to the news</li> </ul>	<ul style="list-style-type: none"> <li>- Ed to submit news item <ul style="list-style-type: none"> <li>- Also send the community, working group mailing list to promote its use to contact the marketing committee.</li> </ul> </li> </ul>

<p><b>2021 Event Participation (all - 5 minutes)</b></p> <ul style="list-style-type: none"> <li>● <b>JakartaOne Livestream - 12/7</b> <ul style="list-style-type: none"> <li>○ Registration <a href="#">link</a></li> <li>○ CFP closed (~45 submissions)</li> <li>○ <b>Social kit to help members promote (<a href="#">link</a>)</b></li> </ul> </li> <li>● <b>JConf.dev - 12/9 (Virtual)</b></li> <li>● JakartaOne Vendor Talks (<a href="#">link</a>) <ul style="list-style-type: none"> <li>○ Live Report (<a href="#">link</a>)</li> </ul> </li> </ul>	
<p><b>Q3 Report (Shabnam - 15 minutes)</b></p> <ul style="list-style-type: none"> <li>- <b>Review this, provide feedback, and we will review next meeting <a href="#">link</a></b></li> </ul>	<ul style="list-style-type: none"> <li>- For 2022 - are we looking at more video creation? <ul style="list-style-type: none"> <li>- Short, targeted videos for audience</li> </ul> </li> </ul>
<p><b>2022 Planning (all - 20 minutes)</b></p> <ul style="list-style-type: none"> <li>- Continue Marketing Plan update (<a href="#">link</a>)</li> <li>- Explore: <ul style="list-style-type: none"> <li>- Key activities</li> <li>- metrics/tracking</li> <li>- Draft budget</li> </ul> </li> </ul>	
<p><b>Content (Shabnam - 5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Update information (<a href="#">link</a>)</li> <li>- Rebrand of CNJ eBook</li> <li>- Blog series for spec updates</li> <li>- Additional web pages (how to contribute page, community page, release pages)</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>	
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