

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

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| <p><b>Attendees:</b><br/>Yuichi Kusano (Fujitsu)<br/>Neil Patterson (IBM)<br/>Cesar Hernandez (Tomitribe)<br/>Ed Bratt (Oracle)<br/>Melissa Jacobus (Oracle)<br/>Dominika Tasarz (Payara)<br/>Jadon Ortlepp (Payara)<br/>Eric Meng (Primeton)<br/>Jonathan Gallimore (Tomitribe)<br/>Ryan St James (Tomitribe)<br/>Otavio Santana (Committer Rep)<br/>Zhao Xin (Shandong Cvicse Middleware Co., Ltd)<br/>Enterprise Member Rep<br/>David Blevins (Tomitribe)</p>  | <p><b>Eclipse Foundation:</b><br/>Shabnam Mayel (Eclipse Foundation)<br/>Tanja Obradovic (Eclipse Foundation)</p> |
| <p><b>Current Projects</b></p> <ul style="list-style-type: none"><li>- Q1 Priorities<ul style="list-style-type: none"><li>- Launch &amp; promote the rebranded CNJ eBook</li><li>- Create blog series on individual Specifications</li><li>- Launch the 2022 Developer Survey</li><li>- Deliver the “how to get involved in Jakarta EE” landing page and videos</li><li>- Developer Survey question feedback</li><li>- Giveaways to reward top committers and contributors</li><li>- Work on content targeting IT Decision Makers to drive executive awareness (deliver in Q2)</li><li>- Develop a “Why Jakarta EE” page and social program (deliver in Q2)</li><li>- Ensure stakeholders and broader market understand where the technology is going and feel confident in investing</li></ul></li><li>- Ongoing Priorities<ul style="list-style-type: none"><li>- Jakarta EE Article Series - compatible products in action</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> |   |

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| <b>Action Items:</b> <ul style="list-style-type: none"> <li>• 2021-07-08: Set up tech talk for website update (Chris to deliver)</li> <li>• <b>2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)</b></li> <li>• <b>2022-02-03: Promote launch of eBook (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>• <b>2021-09-30: Promote JakartaOne Livestream event (All)</b></li> <li>• <b>2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All)</b></li> <li>• 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam)</li> <li>•</li> </ul> |
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| Agenda   | Minutes  |
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| General discussion (2mins)   |  |
| Upcoming Meetings <ul style="list-style-type: none"> <li>- March 10 - 11:00 ET (news)</li> <li>- March 17 - 11:00 ET</li> </ul>  |  |
| Approval of the previous mtg minutes (2 mins)  | Approved   |
| Reporting to/from <a href="#">Steering Committee</a> (5 mins) (Neil)   | <ul style="list-style-type: none"> <li>- Badging proposal - <a href="#">Jakarta EE Badging Program</a></li> <li>-</li> </ul> |
| <a href="#">Content</a> (Shabnam) <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>- <b>Rebrand of CNJ eBook</b> <ul style="list-style-type: none"> <li>- <b>Social Kit <a href="#">Link</a>-Please promote</b></li> <li>- <a href="#">Landing page preview</a></li> <li>- <a href="#">Final designed draft</a></li> </ul> </li> <li>- <b>2022 Developer Survey-<a href="#">timeline</a></b> <ul style="list-style-type: none"> <li>- Official launch delayed until March 8</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>- <a href="#">Releases page is now live</a></li> <li>- <a href="#">How to get involved in Jakarta EE page mockup</a> <ul style="list-style-type: none"> <li>- <a href="#">How to contribute video</a></li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>-</li> </ul>  |

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| <ul style="list-style-type: none"> <li>- <a href="#">How to become a committer</a></li> <li>- <a href="#">Blog series for spec updates</a></li> <li>- <a href="#">Community presentation link</a>, <a href="#">Jakarta EE template deck</a> are added to the website now, <a href="#">virtual zoom backgrounds</a></li> <li>- <b>Tech Talk <a href="#">Sign up sheet</a></b></li> <li>- Update information (<a href="#">link</a>)</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>   |  |
| <p><b>Release 10 Planning</b></p> <ul style="list-style-type: none"> <li>- Timeline (<a href="#">link</a>)</li> <li>- Messaging Document (<a href="#">link</a>)</li> <li>- <a href="#">Vendor support</a></li> </ul>   |  |
| <p><b>Discuss different views of the news feed</b></p> <ul style="list-style-type: none"> <li>- Need to ensure the news feeds are consistent (<a href="#">Jakarta EE Working Group News link</a> vs <a href="#">eclipse/jakarta news link</a>)</li> <li>- Information in the <a href="#">github issue 1321</a></li> </ul>  | <p>Working call set up for March 10 at 11:00 EST</p>   |
| <p><b>Event Planning - 2022</b></p> <ul style="list-style-type: none"> <li>— FOSDEM (Feb 5-6)</li> <li>- <a href="#">JavaLand</a> (March 15-17) <ul style="list-style-type: none"> <li>- 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</li> <li>- <a href="#">Map</a></li> <li>- <a href="#">Hours</a></li> </ul> </li> <li>- DevNexus (April 12-14, Atlanta)</li> <li>- Devovx UK (May 11-13)</li> <li>- <a href="#">JNation</a> (June 7)</li> <li>- <a href="#">JBCNConf</a> (July 18-20) <ul style="list-style-type: none"> <li>- 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</li> </ul> </li> <li>- Devovx BE (October 10-14)</li> </ul> <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> </ul> | <p>JavaLand - will have a table top - see the map and hours</p> <ul style="list-style-type: none"> <li>- Would like any members present to help</li> </ul> <p>DevNexus - reception open to all - meet and greet format</p> <p>Devovx UK - Payara will be there; can host lvar or others in their booth</p> <p>JNation - Payara looking at sponsoring; can host Jakarta EE talks/discussions</p> <p>JBCNConf - look into member presence and how we can support Jakarta EE conversations.</p> <p>Livestreams</p> <ul style="list-style-type: none"> <li>- Discussion in Jakarta EE ambassador's mailing list - gaining member base in China; would like to get a livestream in Chinese <ul style="list-style-type: none"> <li>- Need a program committee</li> <li>- 3-5 talks</li> </ul> </li> <li>- Individuals should reach out to the various communities to gauge interest</li> </ul> |

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|   | <ul style="list-style-type: none"><li>- Have the existing guidelines for any livestreams, localized</li></ul>                           |
| <b>Case Studies - Jakarta EE ambassadors</b>                                    |   |
| <b>Create content targeting IT Decision Makers to drive executive awareness</b> | <ul style="list-style-type: none"><li>- Looking to deliver in 2Q2022 - need to draft an outline and tie to release 10 rollout</li></ul> |
| <b>Develop and promote a “Why Jakarta EE” page and social program</b>           |   |