Jakarta EE Marketing Committee Meeting - October 13, 2022 (11:00 ET)

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Projects Q4 Priorities - 2023 Planning - Launch the technical survey on specification direction for Jakarta EE - Deliver the report of the technical survey on specification direction for Jakarta EE - Hold & promote the annual JakartaOne Livestream 2022 - Create blog series on Jakarta EE Specs in November Community Newsletter - Deliver why Jakarta EE video - Giveaways to reward top committers and contributors Ongoing Priorities - [Collateral Repository](#) - Promote compatible products on various social channels - Promote individual contributors - Evangelize Jakarta EE at major events/trade shows of relevance to our community - SEO & PPC related implementation	

- Jakarta EE Article Series - compatible products in action - Host & promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream - Promote individual contributors and newly elected committers and new contributors social channels and on the community news section of the Jakarta EE website.	
Action Items: ● **2022-09-01: Investigate simulcast of Livestream to multiple platforms** ● **2022-09-01:** blockers for consumption of Jakarta EE ● 2022-09-01: use cases, configurations that are common and provide guidance	**Completed:** ● 2021-09-16: Update testimonial quotes from members for (250 characters max) site NOW!!! (add directly to [github issue](#)) ● 2021-09-30: Review and provide input on overarching theme and strategy for 2022 planning - Plan due Nov 1. ● 2021-09-30: Promote JakartaOne Livestream event (All) ● 2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All) ● 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam) ● **2022-02-03: Promote launch of eBook (all)** ● **2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)** ● **2022-03-03: Promote Developer Survey (All)** ● **2022-05-26: Look at creating representative images as well as updated branding guidelines to ensure confusion is limited (Neil)** ● 2021-07-08: Set up tech talk for website update (Chris to deliver) ● **2022-03-31: Jakarta EE 10 Launch (All)** ●

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - October 20 - 11:00 a.m. ET - November 10 - 11:00 a.m. ET	Propose we meet next week (20th) to work on marketing plan and skip the week of EclipseCon.
Approval of the previous mtg minutes **(2 mins)**	Approved

Reporting to/from [Steering Committee](#) **(5 mins)**	**2022-10-11 - Steering committee meeting**
	
	Steering Committee Representatives:
	  Enterprise Members
	  Reza Rehman, Microsoft

	Jun Qian, Primeton Information Technologies, Inc *Participant Members* Marcin Kruglik, London Jamocha Community **<u>Specification Committee Representatives:</u>** *Enterprise Members* Scott Stark, Red Hat Zhai Luchao, Shandong Cvicse Middleware Co., Ltd *Participant Members* Marcelo Ancelmo, London Jamocha Community **<u>Marketing and Brand Committee Representatives</u>**: *Enterprise Members* Reza Rahman, Microsoft Eric Meng, Primeton Information Technologies, Inc Vacant Seats Committer Representative, Steering Committee Participant Member Representative, Marketing and Brand Committee Jakarta EE 10 and Developer Survey report launched - Thanked those that contributed and provided links to initial view on results Reviewed budget allocation for additional funding priorities Reviewed F2F Event - DevNexus track sponsorship proposal (see later discussion) Discussed Jakarta EE Roadmap/Narrative for Future Direction document Briefly discussed the 2023 Program Plan - Review requested by October 18
Translation services -	- Discuss the logistics to spend the $9k before end of year. - Priorities ([document](#)) - Suggested that for other languages, like Japanese, the starting point be the list of initial Chinese pages/assets.
2023 - Event sponsorship proposal ([link](#)) - **Track sponsorship at key event(s)**	- Will this be an extra track like a workshop one or part of the actual event? - will be part of the event

	- Will this replace an existing track? - No, this would be net new
	- Could we possibly try to get multiple Jakarta EE talks submitted and accepted, in lieu of a full track? - possible but these would have to fit into existing structure and no guarantees
	- Are F2F events recovered enough?
	    - Emily - they seem to be back in Europe, quickly getting there in NA - real conferences are valued
	- Why the mention of Spring?
	    - Spring people approached Jakarta EE team to help break the myth that Spring is at odds with Jakarta EE - there is a dependence on Jakarta EE
	    - Would be good to show the cooperation but don't expect or need Spring talks in this track
	    - DevNexus seems to be overloaded on Spring
	        - 2019: Jakarta EE calls: 1 and Spring: 10
	        - 2020: Jakarta EE calls: 3 and Spring: 6
	        - 2021: Jakarta EE calls: 1: and Spring: 5
	        - 2022: Jakarta EE calls: 3 and Spring: 7
	- Separate room and schedule for the track
	    - Try to avoid conflicts with popular sessions
	    - Make sure the track room is very convenient and clearly part of the event, promoted by the event
	- Would not want to have Jakarta EE talks rejected in the other tracks or redirected to the Jakarta EE track
	
	Resolved: Tanja, on behalf of the Jakarta EE Marketing Committee, negotiate with the DevNexus committee to get full cost information and expectations.

Content (Shabnam)
 	
- Spec documents and video scripts
- Starter Project
 	
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- 2022 Developer Survey-
- Timeline
- October Community Newsletter: Desiccated to Jakarta EE
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- Tech Talk-
    - Sign up sheet
	- Explanation write-up on 7 specs has started, video scripts will be extracted from those write ups
	    -
	- Starter Project: In discussion with a technical writer to create articles around main specs similar to "next" in spring.io
	    - 1. How to construct and consume a RESTful Web Service
	    - 2. How to store and retrieve data using Jakarta Persistence
	    - 3. How to start with Servlets / How to build Servlets
	    - 4. How to use Jakarta Security / How to secure your application

- **Sign up sheet** result
- **Scheduled talks**
	- Video booth at EClipseCon
	    - Interview questions
	    - Booth sign up sheet
	
	● **Developer Survey report: (as of Oct 13)**
	    ○ 11,112 pageviews,
	    ○ TOTAL FORM SUBMISSIONS: 729
	    ○ NEW CONTACTS: 604
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	- Submit tech talks through the website form - currently we have talks into April but need more.
	- 2022 Developer Survey findings for members to provide feedback by 21 July, 2022. (design draft)
	- Timetable
	    - Members, minor updates can be accommodated but no major changes at this point.
	    - **Social kit for members to promote**
	    - **Supporting quotes are needed by 25-August.**
	- **Press release will be issued and will be shared for review and approval before release.**

2023 Planning - Draft marketing plan (link) - Draft program plan (link)	Look at our 2022 (and previous) activity - What worked - What didn't - Where are the gaps Members activity - Same questions Suggestions: - Contact our list with a survey on what would help them to become contributors/committers

Technical Developer survey (Otavio, Ed, Emily)
- timeline and launch plan
	- need to work with project teams to form the question
	- need to come up with a timeline and launch plan
	
	Notes:
	- Goals
	    - Can help influence the content of Jakarta EE 11
	    - Provide insight into priorities of the technical community to drive content focus
	- Launch Nov 1; run until mid-Dec
	- Share further in the Spec committee call

Release 10 Retrospective (10 minutes)
  - See tracking document (link)
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Develop and promote a "Why Jakarta EE" page and social program
  - Video - draft
  - Landing Page (link)
	Page updated:
	https://projects.invisionapp.com/share/AX10M9QL74RN#/screens/470049812_EXC220903_WHY_Jakarta_Web_Design_V3
	
	Comments from Eric - video
	Wonderful work and a very interesting video, I am sure developers will love it and show their interest in Jakarta after watching the video.
	
	I would like to suggest some optimization to get it a little better, and it is all in my personal opinion, not sure is OK.
	
	0:26 this frame and frame after can be merged into one, and more icons on behalf of all industries are needed, visual here can be all the icons based on java ee.
	
	1:27 we can add some numbers of the percentage to show the widely using
	
	1:36 the picture in this frame can be replaced with the logos shown on 1:46 cause they are more suitable for the subtitle here. to show the flexibility of selecting, the boy on the 1:43 can jump among these logos or the boy on 1:34 can stand beside logos with his fingers clicking, a frame changing among logos, if it is doable.
	
	2:11 group photo can be shown earlier to suit the subtitle "or together"
	
	2:20 pictures and animation with it in this frame can be replaced by this /release/10/images/jakarta-ee-10-platform.sv

SEO working session on 22 Sep With the help of Kristy (SEO agency) we have been trying to find and fix an issue with the specification pages where they are not all being indexed properly because there are duplicate versions.	From Ed: when we release new Specification versions, we need to publish lots of detail that is unchanged from version to version. My recommendation to avoid this -- for the Specification pages is to tell the search engine crawlers (robots) not to index any of the old specification version --

https://docs.google.com/document/d/1SfGdA8BkXsyVwn_yYtZoNrTq6iYb8AZFYxpmrZ-83Vw/edit	only the current one. To do that, I recommend we add the following to the legacy specification pages (we may be able to just fix the Markdown pages and not touch any of the other content) <meta name="robots" content="noindex, nofollow"> That might be something we do whenever a new Spec . version is added -- update the robot directives for the legacy spec. index pages. Possible issues with this approach: (Kristy) but it also prevents people from finding things when search for specific older specs. The other option might also be to hide ALL of the deeper spec pages so that people only find the main spec page on the marketing site and drill down. but we know that other people are publishing these deeper spec pages, indexed, so it might inadvertently drive people to other sites. The Spec. committee team (or we will need some negotiation) will need to deal with the SEO robot metadata since we maintain those pages. Recommendation - change the title for the updated specs to enable proper indexing when the content is the same.
Create content targeting IT Decision Makers to drive executive awareness - **Neil to own**	- Looking to deliver in 3Q2022 - need to draft an outline and leverage to release 10 rollout
Case Studies - **Jakarta EE ambassadors** - **Member submitted**	- Need to come up with actual end-user case studies to show Jakarta EE in production - Otavio - writing one now - end of July - Neil - blog series with client (will work on case study support) - September target

Event Planning - 2022
- ~~FOSDEM (Feb 5-6)~~
- ~~JavaLand (March 15-17)~~
    - ~~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~~
        - ~~Map~~
        - ~~Hours~~
- ~~DevNexus (April 12-14, Atlanta)~~
        - ~~we 've been offered a free booth: booth sign up sheet~~
- ~~Devoxx UK (May 11-13)~~
	New events to consider:
	
	Livestream event results:
	JakartaOne Livestreams Report + Celebration Tech Talk (2022) - Google Slides
	
	EclipseCon
	- Interview schedule - Need members to determine who we should ask to participate in the video interviews (additional budget allocated for this)
	- Community Day - track for Jakarta EE

- ~~JNation~~ ~~(June 7)~~
- ~~JBCNConf~~ ~~(July 18-20)~~
    - ~~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~~
- ~~JConf.dev (September 24-26, Chicago)~~
- Devoxx BE (October 10-14)
- JavaOne (October 18-20, Las Vegas)
    - Hackathon
- EclipseCon 2022 (October 24-27, Ludwigsburg)
- Hackathon - Paris (November 5)
- W-Jax 7-9 Nov (end user perspective)
 	
JakartaOne Livestream
Vendor keynotes registration spreadsheet
Annual Livestream - Date: Dec 6
Registration is open
 	
JakartaOne Livestream(s)
- Results Deck
- Look at localization expansion
    - Eg. China
- Possible interested areas
    - ~~Spanish~~
        - ~~Interested to have the event-talked to Tanja at Devnexus~~
    - ~~German - June 30~~
    - ~~Chinese - August 31~~
    - **~~Japanese - Sept 16~~**
    - **~~Portuguese Sept 29~~**
    - **WW Event - December 6**
Look at more engagement in Chinese Jakarta EE community
	- Jakarta EE reception - IBM will sponsor
	
	Livestreams:
	CFP for the Annual livestream is open (link)
	
	- Provide guidance on contributing - webinar walking through the process. Set up a standing presentation on this topic in each of the languages (have as a key element of the livestreams)
	- Results from China show the value of simulcast to more than 1 platform - need to investigate further
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Collateral Backlog
- **Link**
	- **Review and assign owners**
	    - Large number that were brought over from Jakarta website
	    - Please review and update as you are able.
	Review for organizational categories, is the issue still valid.
	Consider using the Project (Kanban like) boards from GitHub.