Jakarta EE Marketing Committee Meeting - July 7, 2022 (11:00 ET)

Attendees:	**Eclipse Foundation:**
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
Alasdair Nottingham (IBM)	
Cesar Hernandez (Tomitribe)	
Ed Bratt (Oracle)	
Melissa Jacobus (Oracle)	
Dominika Tasarz (Payara)	
Jadon Ortlepp (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	
David Blevins (Tomitribe)	
Emily Jiang (IBM)	
Valentina Kovacic, (Payara Marketing Director)	
Quorum achieved.	

Current Projects	
Q3 Priorities	- **Need to assign ownership/leadership to these priorities.**
- Deliver the report of the 2022 Developer Survey	
- Launch the technical survey on specification direction for Jakarta EE (Otavio, Ed, Emily)	
- Create contribution resources for developers and architects to justify engagement to their IT decision makers	- **For justifying engagement - look at adding to or making it similar to the "How to get involved" section**
- deliver "Why Jakarta EE" (Otavio)	
- deliver "IT Decision Maker content" (Neil)	- **IT Decision maker content - Neil**
Ongoing Priorities	
- [Collateral Repository](#)	- **Article series - need ownership and need to highlight what every org has been doing.**
- 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	- **Jakarta EE Technical Survey**
- Host & promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream	- **Need owner from Marketing to guide creation of questions with the help of the specification project teams**
- 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: ● **2022-03-31: Jakarta EE 10 Launch (All)**	**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)

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - July 21 - 11:00 ET (Ed) - August 4 - 11:00 ET	
Approval of the previous mtg minutes **(2 mins)**	Approved

Reporting to/from Steering Committee **(5 mins) (Neil)**	**2022-07-05 - Steering committee meeting**
	
	● Jakarta EE 10 status
	   ● Emily updated the group - all profiles still have issues so not in ballot.
	   ● Three items need to be fixed so ballot can proceed. (CDI, Concurrency, Core - waiting on merge of PR)
	   ● Move announcement date out to July 26th
	   ● Feedback - new imagery getting favourable reviews
	   ● Jakarta EE China Tech Talk
	      ● Emily, Tanja, and Eric will present on July 7th - approximately 200 registrants

	● Meeting at 8 am EST
	● Link:
	https://meeting.tencent.com/dm/lScbn35MoQxj
	● JakartaOne Livestream - German - preliminary numbers
	  ● 50 online attendees
	  ● 25 in person
	● Jakarta EE Roadmap - Steve Millidge -
	https://docs.google.com/presentation/d/1uPgGswkPktLd
	voeyeQ6Sz-PITjDGwHG0/edit#slide=id.p2
	● Face to face meeting (with call-in)
	  ● EclipseCon - Tanja to look into timing and room.
	    ● Possible on Community Day but several
	      options available; Zoom meeting

Release 10 Planning
- Timeline (link)
- Messaging Document - Steering
   Committee version (link)
    - Marketing version (link)
    - Updated release image
    - Jakarta EE 10 release page
      issue
- Vendor support
	Launch date may slip to July 26
	
	**Link to Social Kit for members to promote-will be updated
	with more content as we go**
	● Zoom and linkedin backgrounds added to the social cards
	
	Supporting quotes - Done
	
	Blog post drafts - **due July 19**
	  - Landing page is in staging-Github issue here
	  - Drumbeat activities:
	    - Webinars on vendor platforms
	      - Webinar on Payara's platform scheduled on
	        April 20th
	      - IBM Webinar - June 21, 2022 (link)
	      **- Jakarta EE 10 release celebration Tech
	        Talk June 28 - Report**
	      **- Jakarta EE - June 30, 2022 (Align with
	        German JakartaOne Livestream)**

	- **Chinese tech talk - by Emily Jiang - July 7th - introducing Jakarta EE 10 release**
	Jakarta EE 10 Release Videos:
	    - **[Jakarta EE 10 Influencer video](#)**
	
	    - **[Jakarta EE 10 individual video interviews](#)**
	
	    - **[Release image video](#)**

Additional Funds utilization
- New membership providing new funds
	- **Options**
	    - **Provide giveaways at regional events**
	        - **Portuguese, Chinese, Japanese**
	    - **Add short videos related to finding and using specifications - tied to the updates**
	        - Would be useful to newcomers and people getting used to the spec process
	    - Plan professional grade service for interviews & videos during f2f meeting

Collateral Backlog
- **[Link](#)**
	- **Review and assign owners**
	    - Large number that were brought over from Jakarta website
	    - Please review and update as you are able.

Jakarta EE Marketing feedback - **See tweet at this [link](#)**	- **Brainstorm how to get members and community to help support marketing effort**

[Content](#) (Shabnam)
- **Submit News**
    - Process document ([link](#))
- Rebrand of CNJ eBook
    - Social Kit [Link](#)-Please promote
    - [Landing page preview](#)
- 2022 Developer Survey-
- **Timeline**
- **Survey participation report**
    - [Results so far](#)
    - Members should create blog post promoting survey [(see timeline for signup)](#)
    - [Social kit](#)
    - [Key messaging document](#)
- Blog Series-[David Kral's article published on Jaxenter](#)
- Ladislav Thon- [CDI Lite published on TheServerSide](#)
- **Releases page is now live**
	- 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.**

- Tech Talk-
  - Sign up sheet
  - Sign up sheet result
  - Scheduled talks
- Update content on some of the webpages based on SEO recommendations(FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages)	

Develop and promote a "Why Jakarta EE" page and social program	- Build out draft based on Messaging document
	  - First draft to start with-Shabnam
	  - Need to assign a couple of people to work through this and start the page design
	    - Ed, Jadon, and Neil to take a first cut
	    - Neil to put timeline together for this - target September

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)~~
~~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**
	Recommendations
	- 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.
	
	- JBCNConf Sign up sheet

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cover the booth for 9-18hrs
- JConf.dev (September 24-26, Chicago)
- Devoxx BE (October 10-14)
- JavaOne (October 16-20, Las Vegas)
    - Should we do a reception?
- EclipseCon 2022 (October 24-27, Ludwigsburg)
- W-Jax 7-9 Nov (end user perspective)

JakartaOne Livestream
Vendor keynotes registration spreadsheet
Annual JakartaOne Livestream - Date: Dec 6

JakartaOne Livestream(s)
- 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**

Look at more engagement in Chinese Jakarta EE community

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Livestream event results:
JakartaOne Livestreams Report + Celebration Tech Talk (2022) - Google Slides

German event
- Initial Results?

Chinese - similar to German event - different tools used
- Can people outside of China attend?
    - Yes - Emily participating from UK
- 1.voov meeting,we have 189visits 150top online and 73interacting chat
- 2.broadcasting channel from primeton：189views 12top online 90likes
- 2.broadcasting channel from tongtech：114views

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Q2 & Q3 priorities - review
- Document link

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Are there any updates needed for Q3?
Do we need to move a Q2 priority into Q3?

Document updated to reflect transition from Q2 to Q3

Bring up to the steering committee/Platform committee - Launch the technical survey on specification direction for Jakarta EE

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Create content targeting IT Decision Makers to drive executive awareness
- **Neil to own**

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- Looking to deliver in 3Q2022 - need to draft an outline and leverage to release 10 rollout

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