Jakarta EE Marketing Committee Meeting - February 17, 2022 (11:00 ET)

Attendees:	Eclipse Foundation:
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) Ryan St James (Tomitribe) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep David Blevins (Tomitribe)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)

Current Projects
- Q1 Priorities
  - Launch & promote the rebranded CNJ eBook
  - Create blog series on individual Specifications
  - Launch the 2022 Developer Survey
  - Deliver the "how to get involved in Jakarta EE" landing page and videos
  - Developer Survey question feedback
  - Giveaways to reward top committers and contributors
  - Work on content targeting IT Decision Makers to drive executive awareness (deliver in Q2)
  - Develop a "Why Jakarta EE" page and social program (deliver in Q2)
  - Ensure stakeholders and broader market understand where the technology is going and feel confident in investing
- Ongoing Priorities
  - Jakarta EE Article Series - compatible products in action
- [Collateral Repository](#)
- Why Jakarta EE (Roadmap) content
- JakartaOne Livestream
- Case Studies ([form](#))
- SEO & member site updates
- Jakarta EE Website redesign (go live start of Q4)
- New Communities + localization
  - Chinese (in process)	

Action Items:	**Completed:**
● 2021-07-08: Set up tech talk for website update (Chris to deliver) ● **2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)** ● **2022-02-03: Promote launch of eBook (all)**	● 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) ●

Agenda	**Minutes**
General discussion **(2mins)**	

Upcoming Meetings
   - February 24 - 11:00 ET (news)
   - March 3 - 11:00 ET
   - March 17 - 11:00 ET	

Approval of the previous mtg minutes **(2 mins)**	Approved

Reporting to/from Steering Committee **(5 mins) (Neil)**	- Reviewed and requested feedback and some updates to the Release 10 Messaging document
	- Revisited the Badging proposal and indicated that feedback and additional input was needed by all to determine next steps
	   - Looking for feedback on how to fund
	   - Localization
	   - How do we manage the testing?
	- Tanja walked everyone through the Jakarta EE Program Plan highlights
	- Had a brief review of the Ecosystem categories
	- Reviewed the Electronic Voting guidelines
	   - Resolution proposed is to be applied to all committees so please review with your Steering committee reps

Jakarta EE Program Plan highlights (link) - Brief review of quarter by quarter priorities	- See slide 9 - promote work done in implementations to support MicroProfile (5) as uses Jakarta EE (9.1)

Member survey - please participate (link) by February 18.	FINAL push to get members to take the survey!!!

Content (Shabnam)
   - **Submit News**
       - Process document (link)
   - **Rebrand of CNJ eBook**
       - **Social Kit Link-Please promote**
       - **Landing page preview**
       - **Final designed draft**
   - **2022 Developer Survey-timeline**
       - **Social kit**
       - **Key messaging document**
   - **Releases page mockup link**
   - **How to get involved in Jakarta EE page mockup**
       - **How to contribute video**
       - **How to become a committer**
   - **Blog series for spec updates**
   - **Community presentation link, Jakarta EE template deck, virtual zoom backgrounds**
   - Tech Talk Sign up sheet
   - Update information (link)
   - Update content on some of the webpages based on SEO recommendations(FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages)
	- Review news submission process and contribute regularly
	- Promote eBook (ongoing)
	- Get ready to promote the Developer Survey (March 1)
	    - Leverage vendor specific URLs to track engagement (Collector tab in timeline)
	- Releases Page - provide feedback in the mockup page (link)
	- How to Get involved - provide feedback in the mockup page (link)
	- Recruit colleagues to deliver tech talks (see sign up sheet and schedule)
	- Review and leverage the updated Community presentation as well as the Jakarta EE template deck if you are presenting on Jakarta EE
	- Leverage the virtual zoom backgrounds when possible.
	- Talk to your colleagues about doing a tech talk and/or JakartaOne Livestream event

Release 10 Planning
   - Timeline (link)
   - Messaging Document (link)
   - **Vendor support**
	- Still need firm date for release
	- Look at doing some news page updates related to the work that is being done on the component specs coming up for release review (drumbeat)
	    - Start next week (get list - Tanja)
	    - Spec. committee Tracking Sheet.
	- Look through messaging doc and provide feedback
	    - Need theme for the release

Discuss different views of the news feed
   - Need to ensure the news feeds are consistent (Jakarta EE Working Group News link vs eclipse/jakarta news link)
   - Information in the github issue 1321
	Working call set up for February 24 at 11:00 EST

Event Planning - 2022
   - ~~FOSDEM (Feb 5-6)~~
   - JavaLand (March 15-17)
   - DevNexus (April 12-14, Atlanta)
   - Devoxx UK (May 11-13)
   - JNation (June 7)
	JavaLand - Rudy (Payara), Ivar (Jakarta EE)
	DevNexus
	    - surround activity - Jakarta EE reception sponsorship
	      - IBM sponsoring

- Devoxx BE (October 10-14)	- please review booth and see if there is opportunity to have Jakarta EE presence. Devoxx UK- Steve (Payara) - Payara - open to presence of Jakarta EE in booth JNation - sponsorship package (750 Euros) is attractive for Jakarta EE Other Jakarta EE related events being sponsored by members? Opportunities for Jakarta EE engagement in booth/sessions.
Create content targeting IT Decision Makers to drive executive awareness	- Looking to deliver in 2Q2022 - need to draft an outline and tie to release 10 rollout
Develop and promote a "Why Jakarta EE" page and social program	