Jakarta EE Marketing Committee Meeting - April 28, 2022 (11:00 ET)

Attendees:	**Eclipse Foundation:**
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
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)	
Current Projects Q2 Priorities - Plan & execute the Jakarta EE 10 release Marketing activities - Deliver a "Why Jakarta EE" page - Deliver content targeting IT Decision Makers to drive executive awareness - Publish a case study - Feature Jakarta EE in the April Community Newsletter 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 - New Communities + localization - Chinese (in process)	

Action Items:	Completed:
2021-07-08: Set up tech talk for website update (Chris to deliver) **2022-03-03: Promote Developer Survey (All)** **2022-03-31: Jakarta EE 10 Launch (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) **2022-02-03: Promote launch of eBook (all)** **2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)**

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - May 10 - 12:30 ET (Quarterly WG Meeting) - May 12 - 11:00 ET - May 26 - 11:00 ET	
Approval of the previous mtg minutes **(2 mins)**	- Neil to pull the April 14th minutes and add back in due to overwrite of those minutes.
Reporting to/from [Steering Committee](#) **(5 mins) (Neil)**	Release 10 Status "Done": 16 (as of April 26, not incl Jakarta RPC - vs. 15 on April 12) "Ballot in process": 5 (as of April 26 - vs. 1 on April 12) "Mentor Review in process": 7 (as of April 26 - vs. 12 on April 12) ● The current target delivery date for all component specs is to be done (approved) by May 15, such that the platform spec approval on May 15 can be started and complete by end of May. Tanja reviewed the [Q1 Progress Update](#) Jakarta EE Working Group Quarterly meeting

	- May 10
	- Jakarta EE 10 status, including messaging
	- Member survey results
	- Discussion items
	    - Help from members: Respond to the Jakarta EE Developer Survey, participate in Livestream events, encourage contributions to specs, implementations, tutorials, translations, help spread the word when Jakarta EE 10 is announced….
	    - Help for members: What are the top 2-3 things that can help you derive more value from Jakarta EE? What should we do more of? Less of?
	
	Reviewed Event participation (DevNexus)
	
	Discussed a F2F meeting in the fall tied to an event.

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**
	Finalize date for June 7 and inform Steering Committee about this release date.
	
	Please add comments about the updated landing page into the Github issue.
	
	Supporting quotes - due May 9
	Blog post drafts - due May 10
	
	- What can we do leading up to and post release as a drumbeat of content/activity socially?
	    - Webinars on vendor platforms
	        - Webinar on Payara's platform scheduled on April 20th
	        - IBM Webinar - June 15, 2022 (link coming)
	        - Jakarta EE - June 21, 2022 (link coming)
	        - others?Please reach out to Shabnam and Tanja if interested to organize a similar webinar on your platform and want to include EF team
	    - Animated Jakarta EE 10 visual with short voice-over Release image
	        - Look to make available for inclusion in member videos

	- Drumbeat of Jakarta EE 10 Influencer video(s) including interviews and footage from conferences ([link](#))
	
	    - Look at including community contributors and members in the materials/video - supports the language around "community-driven" - look at user communities (JakartaOne communities)
	    - More community members are being invited. Member companies interested to participate please reach out to Shabnam

[Content](#) (Shabnam)
  - **Submit News**
    - Process document ([link](#))
  - **Rebrand of CNJ eBook**
    - **Social Kit [Link](#)-Please promote**
    - **[Landing page preview](#)**
  - **2022 Developer Survey-[timeline](#)**
    - **[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](#)**
  - **[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](#) are added to the website now, [virtual zoom backgrounds](#)**
  - **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)
	- Submit tech talks through the website form - currently we have talks into April but need more.
	
	- Suggestions for articles in support of Jakarta EE 10 release are welcome, going beyond the spec articles already in the plan (see content sheet) - look at external authors (not involved in creation of EE 10)
	    - "Top 5 reasons to jump into Jakarta EE 10"
	
	Is there any value in paying for a review/client story?
	Would it be credible?
	  - Otavio - doing some testing on this now; will share feedback. Some publications are paying for articles.
	  - Tanja - members should be writing and supporting with articles/blogs now.

[1Q2022 Marketing Operations Update](#) ● Please review and we will review	

comments in our next call.	
Case Studies **- Jakarta EE ambassadors** **- Member submitted**	- Need to come up with actual end-user case studies to show Jakarta EE in production
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	

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 cover the booth for 9-18hrs
- Devoxx BE (October 10-14)
- JavaOne (October 16-20, Las Vegas)
- EclipseCon 2022 (October 24-27, Ludwigsburg)
JakartaOne Livestream
Vendor keynotes registration speradsheet
Annual JakartaOne Livestream - Date: Dec 6
JakartaOne Livestream(s)
- Look at localization expansion
    - Eg. China
- Possible interested areas
    - Spanish (Cesar)
        - Interested to have the event-talked to Tanja at Devnexus
    - **German June 30**
    - **Portuguese Sept 29**
    - Japanese - Sept
    - Chinese
 	
Look at more engagement in Chinese Jakarta EE community
	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.
	Devoxx UK - Payara will be there; can host Ivar or others in their booth
	
	JNation - Payara sponsoring; can host Jakarta EE talks/discussions
	
	JBCNConf - look into member presence and how we can support Jakarta EE conversations.

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	- Build out draft based on Messaging document