Jakarta EE Marketing Committee Meeting -January 6, 2022 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2IIpp3NVwiFy0SlZEsq-w RZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

Attendees: 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) John Clingan (Red Hat) Ryan St James (Tomitribe) Tetiana Fydorenchyk (Jelastic) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep	**Eclipse Foundation:** Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)

Current Projects
- Q1 Priorities
   - Jakarta EE Article Series - compatible products in action
   - Create content targeting IT Decision Makers to drive executive awareness
   - Develop and promote a "Why Jakarta EE" page and social program
   - Ensure stakeholders and broader market understand where the technology is going and feel confident in investing
- 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) 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam) **2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)**	2021-03-25: All - promote JakartaOne Livestream Russia (see link below) 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - **March 18th will be the meeting** 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness 2021-02-25: All - Review and provide comments on Github issue for website re-design and announcements section meeting conclusions 2021-03-25: Melissa - Create a document to save themes and best practices from github issues (link to folder) 2021-03-25: All - use social kit content to help promote Developer Survey (starting April 6) 2021-03-25: All - determine theme for Kubecon presence 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one 2021-04-08: Cesar - Kubecon - Booth participation - make available for community; JUGs; (Cesar to draft a brief statement about request) - link to document - 2021-02-11: Neil - Get Katacoda pricing information and policy information 2021-05-06: Karen to provide a couple of options for J4K.io that don't involve a booth 2021-05-06: All to promote Developer Survey (extended to May 31) Link to social kit for promotion and Link to Developer Survey member specific URLs (second tab) 2021-05-06: All - provide quotes and blog posts/articles for 9.1 release by May 14 2021-05-06: Neil to set up review of Skills Network Labs environment and Badging proposal 2021-05-06: Neil to provide steering committee a heads-up on badging proposal 2021-02-11: All - update progress report for week (Progress Report) 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one 2021-04-08: Karen/Neil - update Q2 priorities and Q1 report

	● 2021-04-08: Look at archiving marketing email (Ed to create bugzilla enhancement request) ● 2021-06-17: Invite webdev team to July 8th meeting to discuss timeline and help needed. (Karen) ● 2021-07-08: Event follow up - Karen (Devoxx France); Neil (Devoxx BE); Neil (j4k.io) ● 2021-09-02: Set up discussion with Paul W for 09-09 on budget requests (see below) (Neil/Shabnam) ● 2021-09-02: Review website mock up (All) ● 2021-09-02: Set up "training" on platform for speakers in upcoming Livestream calls (Shabnam) ○ Scheduled for Monday/Tuesday next week (Sept 20-21) ● 2021-09-30: Sign up by **Oct 5** for booth duty KubeCon - October 11-15 (virtual booth) ● 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)** ●

Agenda	Minutes
General discussion **(2mins)**	- Recommended by Ed that we have a PDF version of the approved 2022 plan - Shabnam to provide the link to the PDF -

Upcoming Meetings
   - January 6 - 11:00 ET
   - January 20 - 11:00 ET
   - February 3 - 11:00 ET	

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

Reporting to/from Steering Committee **(5 mins) (Neil)**	December 14, 2021
	
	   - Jakarta EE 10 pushed back into 2Q
	   - Arjan to draft Jakarta EE 10 Messaging document
	   - Discussion on electronic voting

Promotion of contributors/committers to specifications and implementations - Review and discuss the request for a formalized process for promoting contributors - Publish on the collateral page - Social media Policy 1.3 - Discuss briefly the updates to the social media policy and then bring back for final review on January 20	Background: - From David - Requesting guidance on how implementations in and outside Eclipse can request cards? Can that document be public and include what kinds of cards can be requested: new committers, new contributors, special thank yous, etc. - Members can reach out through the mailing list, with or without social card, to indicate the request to promote contributors - Ed - should we be promoting implementations since they are not directly working group related. Very much in favor of EE4J specifications; want to promote contribute - **Table discussion for another time to determine the policy**.
Member call presentation	
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	

Content (Shabnam - 5 minutes)
- **Rebrand of CNJ eBook**
   - **Social Kit Link**
   - **Landing page preview**
   - **Final designed draft**
- **2022 Developer Survey-timeline**
- **Website redesign**
- Update information (link)
- Blog series for spec updates
- Additional web pages (how to contribute page, community page, release pages)
- Update content on some of the webpages based on SEO recommendations(FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages)
	- Spec update articles complete and being reviewed
	- eBook update being reviewed - targeting January 25th for publish date.
	- FAQ page still being updated
	- Jakarta EE 9 page updated
	- Specifications section on EE 9 release page updated
	- How to get involved page being updated

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