

Jakarta EE Marketing Committee Meeting - January 20, 2022 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2lpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

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| 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) Ryan St James (Tomitribe) 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 <ul style="list-style-type: none">- Q1 Priorities<ul style="list-style-type: none">- 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- Developer Survey question feedback- 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<ul style="list-style-type: none">- Chinese (in process) | |

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| Action Items: <ul style="list-style-type: none"> • 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) • 2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All) | Completed: <ul style="list-style-type: none"> • 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) |
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| Agenda | Minutes |
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| General discussion (2mins) | <ul style="list-style-type: none"> - (Done) Recommended by Ed that we have a PDF version of the approved 2022 plan - Shabnam to provide the link to the PDF - |
| Upcoming Meetings <ul style="list-style-type: none"> - January 20 - 11:00 ET - February 3 - 11:00 ET - Kristy - SEO ???? Jan 27 or Feb 10 | |
| Approval of the previous mtg minutes (2 mins) | Approved |
| Reporting to/from Steering Committee (5 mins) (Neil) | December 14, 2021 <ul style="list-style-type: none"> - Jakarta EE 10 pushed back into 2Q - Arjan to draft Jakarta EE 10 Messaging document - Discussion on electronic voting January 11, 2022 <ul style="list-style-type: none"> - Focused on working group call - Feb 18 - Q42021 Program Pain report and JakartaOne Livestream report provided. |
| 4Q2021 Report (link) <ul style="list-style-type: none"> - Please review and we will review comments in our next call. | |
| Promotion of contributors/committers to specifications and implementations <ul style="list-style-type: none"> - Review and discuss the request for a formalized process for promoting | Background: <ul style="list-style-type: none"> - From David |

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| <p>contributors</p> <ul style="list-style-type: none"> - 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 | <ul style="list-style-type: none"> - 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 <p>Reviewed the social media policy information and it was agreed this process will work to resolve any concerns.</p> |
| <p><u>Content</u> (Shabnam)</p> <ul style="list-style-type: none"> - Rebrand of CNJ eBook <ul style="list-style-type: none"> - Social Kit Link - Landing page preview - Final designed draft-Not for sharing before 25 Jan - 2022 Developer Survey-timeline - <u>Website redesign</u>- <ul style="list-style-type: none"> - MKT CMTE to review and provide feedback on the issue by 31 Jan - Then reach out to the wider community on WG and Community mailing list to review and provide feedback - Tech Talk Sign up sheet - 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) | <ul style="list-style-type: none"> - eBook goes live on the 25th - Share using the social kit recommendations after the 25th - Review of the survey needs to be done by next Thursday, January 27th. Comments can be made in the document so all can see. - Tech Talks are a great way to spread the news about the things going on across the community. |
| <p>Release 10 Planning</p> <ul style="list-style-type: none"> - Timeline (link) - Messaging Document - Vendor support | <ul style="list-style-type: none"> - Firm date not yet available but target is likely May in 2Q. - Start to work on supporting quotes - Looking for people to write about the updated specs - Feedback on social/search <ul style="list-style-type: none"> - Jadon - google click through ads working - Reddit - can be challenging - Twitter - hard to get people through to the site from the tweet - Look at long tail terms for google that are related to key questions that might be asked. - Potentially look at dynamic ad creation |

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| | <ul style="list-style-type: none"> - Look at the key personas we want to reach for the release <ul style="list-style-type: none"> - IT Decision Maker; Enterprise Developer; - Analyze how well hashtags and other key elements are doing in support of our outreach (Cesar) |
| Discuss different views of the news feed <ul style="list-style-type: none"> - 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 | <p>Shabnam will update the github issue with the recommendation that a jakarta.ee/announcements page be created to be launched when a person clicks "View all" from the main jakarta.ee page and the announcements section.</p> <p>The jakarta.ee/news section will be updated to aggregate the Working Group news as it currently shows with the member contributed news items that currently show in the jakarta.ee news area.</p> |
| Event Planning - 2022 <ul style="list-style-type: none"> - JavaLand (March 15-17) - DevNexus (April 12-14, Atlanta) - | <p>Members should come to the next call ready to discuss the events coming up that they are sponsoring/participating in related to Jakarta EE and ways we can integrate Jakarta EE content into their booths/sessions.</p> |