

Jakarta EE Marketing Committee Meeting - March 3, 2022 (11:00 ET)

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 David Blevins (Tomitribe)	Eclipse Foundation: 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: 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)	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)
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings - March 10 - 11:00 ET (news) - March 17 - 11:00 ET	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	- Badging proposal - Jakarta EE Badging Program
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 - Official launch delayed until March 8 - Members should create blog post promoting survey (see timeline for signup) Social kit Key messaging document 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 - Update information (link) - Update content on some of the webpages based on SEO recommendations(FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages)	
Release 10 Planning - Timeline (link) - Messaging Document (link) - Vendor support	
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 March 10 at 11:00 EST
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) - 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) JakartaOne Livestream(s) - Look at localization expansion - Eg. China	JavaLand - will have a table top - see the map and hours - Would like any members present to help DevNexus - reception open to all - meet and greet format DevOxx UK - Payara will be there; can host Ivar or others in their booth JNation - Payara looking at sponsoring; can host Jakarta EE talks/discussions JBCNConf - look into member presence and how we can support Jakarta EE conversations. Livestreams - Discussion in Jakarta EE ambassador's mailing list - gaining member base in China; would like to get a livestream in Chinese - Need a program committee - 3-5 talks - Individuals should reach out to the various communities to gauge interest

	- Have the existing guidelines for any livestreams, localized
Case Studies - Jakarta EE ambassadors	
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	