

Jakarta EE Marketing Committee Meeting - March 31, 2022 (11:00 ET)

<p>Attendees:</p> <p>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)</p>	<p>Eclipse Foundation:</p> <p>Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p> <p>John Kellerman</p>
<p>Current Projects</p> <ul style="list-style-type: none"> - Q1 Priorities <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - Chinese (in process) 	

Action Items: <ul style="list-style-type: none"> 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) 	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) 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)
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - April 14 - 11:00 ET - April 28 - 11:00 ET 	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	<ul style="list-style-type: none"> - Release 10 - 10 specs done - JESP version 1.4 voted on and approved (Authorized usage of the Jakarta package namespace - update) - Jakarta EE 10 Messaging document update <ul style="list-style-type: none"> - Will integrated into the current version - Badging proposal discussion <ul style="list-style-type: none"> - Resolved: The Jakarta Steering Committee approves the Badging Program for Jakarta EE as proposed in Jakarta EE Badging Proposal - Collaboration Mode along with proposed adjustment of the 2022 working group budget, and asks the Eclipse Foundation staff to implement the program. - 3 supporters with general agreement that the program would be valuable. (IBM committed to implement) <ul style="list-style-type: none"> - Concerned that there is not enough support - setting up to fail - Issue is one of resources - several unable to support the proposal and the work requested.

	<ul style="list-style-type: none"> - Requested of the marketing committee to determine if the budget changes are of more value than other opportunities - Member Survey Report <ul style="list-style-type: none"> - Low response rate (13) -
<p>Badging program marketing requirements - brief discussion (10 minutes)</p>	<ul style="list-style-type: none"> - Discuss if budget changes needed to support the badging program are more valuable than other opportunities - per Steering Committee request <p>General discussion:</p> <ul style="list-style-type: none"> • Badging program <ul style="list-style-type: none"> • Cesar - hard to determine the budget impact given we don't completely control the budget • Shabnam - review recommendations <ul style="list-style-type: none"> • https://docs.google.com/spreadsheets/d/1-nHiL8vmYGioP9oviN9VSNdXLE3wTII5i-nCxMZMeNw/edit#gid=1083833561 • Content (\$15k) <ul style="list-style-type: none"> • Less blog posts • Less videos • Drop second survey • Digital Marketing (\$10K) <ul style="list-style-type: none"> • Less SEO initiatives • Less PPC ads • Giveaways (\$5K) <ul style="list-style-type: none"> • Less swag at upcoming events • Ed - budget cuts would be against 3 quarters of budget since we already have spent 1Q worth <ul style="list-style-type: none"> • Haven't closed Q1 to know where our starting point is. • Badging promotion <ul style="list-style-type: none"> • Requires own plan for PR, AR, landing page, social • Ed - Can take on the goal of promoting the program but would want it filtered in with other line items we already <ul style="list-style-type: none"> • Is the marketing committee willing to live with an overall reduction of its budget AND support promotion of the new program • Concern that there is still a lack of resources as expressed in the Steering Committee meeting

	<ul style="list-style-type: none"> • Potentially more acceptable as a wholly centralized program rather than individual member variations. • Marketing committee believes in a badging program but with the current proposal we recommend that it is unwise to allocate funds that support only a subset of the membership. • Additional detailed feedback on the proposal and a way forward will be needed. Recommend working with the Eclipse Foundation to refine the current proposal (with participation from marketing and steering committee) to come to an agreement.
<p>Content (Shabnam)</p> <ul style="list-style-type: none"> - Submit News <ul style="list-style-type: none"> - Process document (link) - Rebrand of CNJ eBook <ul style="list-style-type: none"> - Social Kit Link-Please promote - Landing page preview - 2022 Developer Survey-timeline <ul style="list-style-type: none"> - Official launch delayed until March 9 - 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 - Releases page is now live - How to get involved in Jakarta EE page mockup <ul style="list-style-type: none"> - 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- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks - Update content on some of the webpages based on SEO 	<ul style="list-style-type: none"> - Submit tech talks through the website form - currently we have talks into April but need more. - Suggested printing physical copies of the eBook for events.

<p>recommendations(FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages)</p>	
<p>Release 10 Planning</p> <ul style="list-style-type: none"> - Timeline (link) - Messaging Document (link) - Vendor support 	<ul style="list-style-type: none"> - What can we do leading up to and post release as a drumbeat of content/activity socially? <ul style="list-style-type: none"> - Webinars on vendor platforms
<p>Discuss different views of the news feed</p> <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>Event Planning - 2022</p> <ul style="list-style-type: none"> — FOSDEM (Feb 5-6) — JavaLand (March 15-17) <ul style="list-style-type: none"> — 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) <ul style="list-style-type: none"> - we've been offered a free booth: booth sign up sheet - DevOxx UK (May 11-13) - JNation (June 7) - JBCNConf (July 18-20) <ul style="list-style-type: none"> - 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) <p>Annual JakartaOne Livestream-Date 6 Dec?</p> <p>JakartaOne Livestream(s)</p> <ul style="list-style-type: none"> - Look at localization expansion <ul style="list-style-type: none"> - Eg. China - Possible interested areas <ul style="list-style-type: none"> - Spanish (Cesar) - German June 30 - Portuguese Sept 29 - Japanese - Russian <p>Look at more engagement in Chinese Jakarta EE community</p>	<p>DevNexus</p> <ul style="list-style-type: none"> - reception open to all - meet and greet format (April 12 from 5:30 pm - 7:30 pm in room #41) - Jakarta EE free booth #28 - looking for help staffing <p>DevOxx UK - Payara will be there; can host Ivar or others in their booth</p> <p>JNation - Payara sponsoring; can host Jakarta EE talks/discussions</p> <p>JBCNConf - look into member presence and how we can support Jakarta EE conversations.</p>

Case Studies - Jakarta EE ambassadors	- Need to come up with actual end-user case studies to show Jakarta EE in production
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	