

Jakarta EE Marketing Committee Meeting - August 19, 2021 (11:00 AM)

Attendees: Neil Patterson (IBM) Cesar Hernandez (Tomitribe) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Dan Bandera (IBM) Jonathan Gallimore (Tomitribe) John Clingan (Red Hat) (on PTO) Ryan St James (Tomitribe) Tetiana Fydorenychk (Jelastic) Otavio Santana (Committer Rep)	Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation) Thabang Mashologu (Eclipse Foundation)
Current Projects <ul style="list-style-type: none">- Q3 Priorities (PPT link, spreadsheet)<ul style="list-style-type: none">- Jakarta EE 2021 Developer survey report & promotion- Jakarta.ee website development completion- Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation- Jakarta EE & MicroProfile marketing synergy (align strategy as appropriate)- Build out theme and strategy for events- 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:

- 2021-07-08: Set up tech talk for website update (Chris to deliver)
- 2021-07-08: Event follow up - Karen (Devoxx France); Neil (Devoxx BE); Neil (j4k.io)

Completed:

- 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

	<ul style="list-style-type: none"> • 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) •
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - September 2 - 11:00 EDT - September 16 - 11:00 EDT 	
Approval of the previous mtg minutes (2 mins)	
Reporting to/from Steering Committee (5 mins) (Neil)	<ul style="list-style-type: none"> - Need to clarify the Q3 Objective (link) around “Drive Jakarta EE Brand, Awareness and Adoption” <ul style="list-style-type: none"> - Is “Content for Jakarta EE as a reliable, trusted platform for End-User Innovation” a Q3 objective or is it “Content for Jakarta EE as a reliable, trusted platform for cloud-native innovation”
Review Initiatives and Results (link) <ul style="list-style-type: none"> - Reconfirm planning and reporting structure - quarterly - Set priorities and organization works against these 	<ul style="list-style-type: none"> - For market research - how do we provide recommendations on the things we might want to learn about the market? <ul style="list-style-type: none"> - Provide requests to Shabnam - Have agenda item for discussing current trends and areas we should investigate - Is our budget allocation being leveraged appropriately? - Are we being effective in the use of our budget and content produced? - Is there any need to align around any areas? - How can we better leverage metrics around our activities to drive better decision making on activities?
Jakarta EE 2021 Developer survey report & promotion (Timeline for promotion) <ul style="list-style-type: none"> - PR Draft to share with your respective legal/PR teams to approve supporting quotes 	
Jakarta.ee website development completion <ul style="list-style-type: none"> - Current status - Promotion to generate excitement 	<ul style="list-style-type: none"> - *** Provide a overview of the Q3 and Q4 work being done based on the Github issues

and leverage the work done?	<ul style="list-style-type: none"> - Need further insight into how community members can provide assistance - get input from Chris <ul style="list-style-type: none"> - Eg - issue related to documentation for creating new entry (link) - Shabnam to check with Chris.
Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation <ul style="list-style-type: none"> - content explaining how Jakarta EE is related to offerings (running on their platforms and others) 	
Jakarta EE & MicroProfile marketing synergy (align strategy as appropriate) <ul style="list-style-type: none"> - Common messaging? - Common event strategy? - (see next item - theme and strategy) 	
Build out theme and strategy for events <ul style="list-style-type: none"> - Suggest theme is aligned with our focus on cloud-native: “Jakarta EE as a reliable, trusted platform for cloud-native innovation” - How do we ladder up activity from livestreams to 3rd party events? - What is our message to all audiences who attend? - What content, graphics, templates, etc. do we want to consistently leverage to promote our theme? - Common objectives and process for livestream events (current) - Common objectives and process for 3rd party events? <p>Events for 2H - Close on this.</p> <p>1. Go with j4k.io (Exhibitor @ \$7500) and jconf.dev at ((Happy Hour @ \$3000). or</p> <p>2. Go with jconf.dev (Silver @ \$7000) and j4k.io (Logo banner @ \$2500).</p>	