Jakarta EE Marketing Committee Meeting - September 16, 2021 (11:00 AM)

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
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)	
Ryan St James (Tomitribe)	
Tetiana Fydorenchyk (Jelastic)	
Otavio Santana (Committer Rep)	

| **Current Projects**
- Q3 Priorities ([PPT link](#), [spreadsheet](#))
   - 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
   - Chinese (in process) | |

Action Items:	Completed:
2021-07-08: Set up tech talk for website update (Chris to deliver) 2021-09-02: Set up "training" on platform for speakers in upcoming Livestream calls (Shabnam) - Scheduled for Monday/Tuesday next week (Sept 20-21) 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam) 2021-09-02: Review website mock up (All)	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)
● |

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - September 30 - 11:00 EDT - October 7 - 11:00 EDT (Review initiatives and metrics) - October 14 - 11:00 EDT -	
Approval of the previous mtg minutes **(2 mins)**	- See comments and highlights from previous meeting - follow up - Ensure comments reflected in the pdf version - before approving meeting minutes with Paul White. - Meeting minutes from September 2 - approved.

Reporting to/from Steering Committee **(5 mins) (Neil)**	- Elections - encouraging members (participating and committer members) - nominations are open.
	  - Get our nominations added to the list for marketing
	  - Timeframe has been shortened
	  - Recommend Tatiana and Otavia self-nominate (reply to email that Tanja will forward)
	- Presentation and voting on Contingency Fund Allocation by Paul White
	- Program Plan and Budget Process reviewed by Paul White
	  - Program plan due 1st week of November
	  - Budget due third week of November

Review Initiatives and Results (link) - Reconfirm planning and reporting structure - quarterly - Set priorities and organization works against these - What metrics/data do we have or need	- ***** Separate Call to be set up to discuss these items (October 7th?)** - Bring input to the call about ways our organizations create and track content so we can discuss any ways in which we can make gathering the data and using it to influence our activities better in 2022.

to support our decision making on strategy and execution going forward?	- Content creation
	    - articles and blogs created around key topic areas
	    - Content types and topics for created pieces
	    - Tracking of community members content vs paid for content - need to have these tagged?
	    - Performance metrics (see slides 12-13 in report)
	        - Views, social sharing, impact of content pieces
	        - Break out by org?
	        - Newsletter open rates
	    - Look at what topics/specs have traction and what we could do to promote others
	    - Look at member activity that is performing well and do more of it.
	- Events
	    - Leads, contacts engaged, email follow up (open rates)
	    - Booth traffic
	    - SWAG giveaways
	    - Questions - survey
	- Website
	    - SEO
	        - Keyword research optimization, monitoring
	        - *** book a new time for Kristy to report
	    - Metrics on website and references (backlinks, etc)
	    - Priorities for site updates (maintenance vs new activity)
	    - Metrics on github activity related to the website
	- Research Groups/Subscriptions
	    - Value to the group
	    - Trends and data on key topics
	    - Leverage in speaking slots, content

Jakarta EE 2021 Developer survey report & promotion (**Timeline for promotion**) - Press release (link) - Mike's Blog (link) - Media Coverage so far (link) - **Social Kit to promote** - **Open ended questions - spreadsheet with responses**	- Pdf shared with community and mailing lists and with those who contributed to the survey.
Jakarta.ee website development completion (Shabnam) - Current status - **The current state of this project can**	- Recommended members provide updated quotes (250 characters max) by end of day, September 24. (add directly to github issue

be seen here (link) - **Feedback from community starting next week** - **Testimonials need updating to fit new format** - **Jakarta EE as platform for Cloud Native Java (landing page)**	- See list of Q4 items in the github issue - Aiming for majority of updates to be done by Livestream in December
Build out theme and strategy for events - **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? **Event Budget and Spending** **Livestream report - review (Tanja)** - **Need promotion and support for all JakartaOne events** **Devoxx UK - sponsor lanyards (cost $5500 but split with ECD Tools WG)** **KubeCon - October 11-15 (virtual booth)** - ● **CN4EF day at KubeCon** **JakartaOne Livestream - December 7** - **Registration link** - **CFP closed (~45 submissions)** - **Social kit to help members promote (link)** - **Vendor Talks (link)** **JConf.dev - December 8-10 (f2f)**	Livestreams - Turkish event - no vendor participants - Hard to find speakers - Summer got in the way - Communications have been good highlighting the need for speakers - *** Need to amplify the message about the events Devoxx UK - Agreed with sponsorship of the lanyards (no booth) Kubecon - 8 sessions at the booth - Staffing sheet coming for members to add session information. - Livechat support will be covered next call CN4EF Day at Kubecon - Send missing information - Tatiana - bio - Emily - bio
Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation - content explaining how Jakarta EE is related to offerings (running on their platforms and others)	- Jelastic - blog (link) - Oracle - Payara - IBM doing an article and webcast series on Cloud-Native Java on AWS, Azure, IBM Cloud, GCP
Jakarta EE & MicroProfile marketing synergy (align strategy as appropriate) - **Jakarta EE & MicroProfile Messaging Doc - link** - **Common messaging?** - **Common event strategy?**	

- (see next item - theme and strategy)	
Trends & Directions in the Market - Review any new trends - Topics to pursue	