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

Attendees:	**Eclipse Foundation:**
Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Projects Q4 Priorities - 2023 Planning - Launch the technical survey on specification direction for Jakarta EE - Deliver the report of the technical survey on specification direction for Jakarta EE - Hold & promote the annual JakartaOne Livestream 2022 - Create blog series on Jakarta EE Specs in November Community Newsletter - Deliver why Jakarta EE video - Giveaways to reward top committers and contributors Ongoing Priorities - [Collateral Repository](#) - Promote compatible products on various social channels - Promote individual contributors - Evangelize Jakarta EE at major events/trade shows of relevance to our community	

- SEO & PPC related implementation - Jakarta EE Article Series - compatible products in action - Host & promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream - Promote individual contributors and newly elected committers and new contributors social channels and on the community news section of the Jakarta EE website.	
Action Items: ● **2022-09-01: Investigate simulcast of Livestream to multiple platforms** ● **2022-09-01:** blockers for consumption of Jakarta EE ● 2022-09-01: use cases, configurations that are common and provide guidance	**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) ● **2022-02-03: Promote launch of eBook (all)** ● **2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)** ● **2022-03-03: Promote Developer Survey (All)** ● **2022-05-26: Look at creating representative images as well as updated branding guidelines to ensure confusion is limited (Neil)** ● 2021-07-08: Set up tech talk for website update (Chris to deliver) ● **2022-03-31: Jakarta EE 10 Launch (All)** ●

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - November 3 - 11:00 a.m. ET - November 10 - 11:00 a.m. ET	Note - special meeting dedicated to 2023 planning will be on November 3rd.
Approval of the previous mtg minutes **(2 mins)**	
2023 Planning - Draft marketing plan (link) - Draft program plan (link)	- Reviewed the draft marketing plan around comments and questions for each item.

	- Focused on the Increase Jakarta EE Brand Awareness & Adoption plans - contribute to Program Plan ● Approved the overall objectives and goals being contributed to the Program Plan ○ Neil to add update Program Plan and convey the approval to Steering Committee ● General approval for full marketing plan - given lack of questions and comments in other sections.