

Jakarta EE Marketing Committee Meeting - June 3, 2021 (9:00 AM)

<p>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) Ryan St James (Tomitribe) Tetiana Fydorenchyk (Jelastic) Otavio Santana (Committer Rep)</p>	<p>Eclipse Foundation: Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation) Thabang Mashologu (Eclipse Foundation)</p>
<p>Current Projects</p> <ul style="list-style-type: none"> - Q2 Priorities (PPT link, spreadsheet) <ul style="list-style-type: none"> - Create program to attract contributors and promote to committers - Create program to highlight/reward contributors based on contribution - Collateral Repository - Why Jakarta EE (Roadmap) content - JakartaOne Livestream - Case Studies (form) - SEO & member site updates - Jakarta EE Website redesign (go live start of Q2) - New Communities + localization <ul style="list-style-type: none"> - Chinese (in process) 	
<p>Action Items:</p> <ul style="list-style-type: none"> ● 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 ● 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 	<p>Completed:</p> <ul style="list-style-type: none"> ● 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

	<ul style="list-style-type: none"> • 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 •
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - May 6 - 11:00 EST - normal meeting - May 20 - 9:00 EST - normal - May 27 - 11:00 EST - Events - June 3 - 09:00 EDT - normal - June 10 - 11:00 EDT - Kristy Smith - SEO - June 17 - 11:00 EDT 	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	Celebrated Jakarta EE 9.1 release! <ul style="list-style-type: none"> • https://newsroom.eclipse.org/news/announcements/jakarta-ee-working-group-releases-jakarta-ee-91-industry-continues-embrace-open

	<ul style="list-style-type: none"> ● Thank you to all who contributed to this effort <p>Welcomed New Jakarta EE Working Group Members</p> <ul style="list-style-type: none"> ● Apache Software Foundation ● Beijing Baolande Software Corporation <p>Passed resolution: the Jakarta EE Steering Committee approves the use of the Implementation Patent License as defined in the Eclipse Foundation Intellectual Property Policy for the Jakarta Config project.</p> <p>Reviewed Jakarta EE presence in Asia</p> <p>Passed resolution: the Steering Committee invites SouJava to be a Guest member of the Jakarta EE Working Group</p> <p>Reviewed status of Jakarta EE 10 (9+)</p>
<p>Review 3Q Priorities</p>	<ul style="list-style-type: none"> ● Jakarta EE and MP marketing synergy ● Developer Survey Report ● Evolution of Jakarta EE as platform for cloud-native innovation from end-user innovation <ul style="list-style-type: none"> ○ Article series from members (based on Tanja's request) ○ event/webinar supporting this ● Events - prioritize around core strategy <ul style="list-style-type: none"> ○ Build out theme and strategy for events ● Website update <ul style="list-style-type: none"> ○ Development complete (look into assistance required)
	<ul style="list-style-type: none"> ● Align Jakarta EE and MicroProfile <ul style="list-style-type: none"> ○ Need messaging doc for next gen of Jakarta EE or individual specs that are related to MP (from Steering committee) ○ Co-marketing or synergy ○

<p>JakartaOne Livestream schedule</p> <ul style="list-style-type: none"> - December 7 - main event - Aug 21 JakartaOne Livestream - Turkish - Sept 29 JakartaOne Livestream - Portuguese - Oct 1 JakartaOne Livestream - Spanish - 	<ul style="list-style-type: none"> - Please consider adding vendor-specific talks for the upcoming talks. (Tanja to provide link https://docs.google.com/spreadsheets/d/1jkvN2BxqJHvnknpMbEZj_zmCaoxMIRjzhXHO7Gn-LLE/edit#gid=1128549320)
<p>Jakarta EE Release 9.1 Promotion</p> <ul style="list-style-type: none"> - Release 9.1 announce date is May 25th, 7:00 am EDT <ul style="list-style-type: none"> - Release Page issue - External Social Kit - Press release draft <ul style="list-style-type: none"> - Link - Blogs - share on Community (link) News/Announce <ul style="list-style-type: none"> - Vendor provided - Jakarta EE site 	
<p>Events - Event list</p> <ul style="list-style-type: none"> ● Kubecon NA (\$23k) - CFP closing May 23 ● J4K.io - Magic or Polls ● CN4J Brazil <p>Kubecon EU Report: link</p>	<p>Pursue the events marked in blue</p> <ul style="list-style-type: none"> - Follow up with Karen re recording of the call -
<p>Jakarta EE Badging Proposal (5 minutes - Neil)</p> <ul style="list-style-type: none"> - Jakarta EE Badging presentation link - align around release 10 - Review comments and determine if this can move to Steering Committee 	<p>Tomitribe feedback provided:</p> <ol style="list-style-type: none"> 1. We agree with infrastructure donation if it's based on Open Source Software to allow contribution. 2. We recommend an opt-in approach for badges to be shown in the system as part of end-user data. 3. As a marketing Committee, we can help with the design of the overall system. Still, we strongly suggest relying on the specification leads and committers to provide the system's content (questions and answers). 4. In favor of vendor neutrality and keeping the scope of the tests to Jakarta EE content only, the Jakarta EE badging system shouldn't require nor provide server-specific configuration and administration for end-user who take the tests.
<p>Elections</p> <ul style="list-style-type: none"> - Coming soon 	

<ul style="list-style-type: none"> - Committers and participant member representatives 	
<p>2021 Developer Survey (Karen - 5 min)</p> <ul style="list-style-type: none"> - Link to social kit for promotion - Link to Developer Survey member specific URLs (second tab) - For reference, please note survey collector response summary from 2020 - Leaderboard 	<ul style="list-style-type: none"> - Currently at 830 responses - extended to end of May - Continue to promote
<p>Article proposal (Tanja - 5 minutes)</p>	<ul style="list-style-type: none"> - Request to members to write content explaining how Jakarta EE is related to offerings (running on their platforms and others) <ul style="list-style-type: none"> - Eg. Jelastic running Jakarta EE workloads - link - Payara - Oracle - IBM - Eclipse Foundation article featuring cross platform Jakarta EE support (relevance in Cloud era)
<p>Whitepaper status (Karen - 5 minutes)</p> <ul style="list-style-type: none"> - Jakarta WP launched April 5 - link - Full launch April 26 - Social Kit - link 	<ul style="list-style-type: none"> - 155 downloads since launch, 18656 page views total - - please continue to socialize
<p>Github issues best practices (10 minutes - Melissa)</p> <ul style="list-style-type: none"> • Review document to save themes and best practices from github issues (link to folder) • Link to document 	<ul style="list-style-type: none"> - Cesar - recommendation to interact with the submitter to ensure the content is channeled to the right place and make consistent with other items of the same type - All - please review the document and provide any additional insights.
<p>Content issues</p> <ul style="list-style-type: none"> - Review current content submissions - Link to Best Practices document 	<p>All - review open tickets</p>
<p>JakartaEE Website Development Update:</p> <ul style="list-style-type: none"> • May 1st WebDev to start on development • Development will be broken down into issues in Github per page. [Jumbotron, section, page content etc.] • ETA on go live date: Jul/Aug — before Sept 1st. 	

<ul style="list-style-type: none"> • If there are volunteers who want to get involved, we can do a sprint group. • That would require structure and checkpoints • JakartaOne site will be done and live within 2 wks 	
<p>Case Studies (Karen - 5 minutes)</p> <ul style="list-style-type: none"> - Members to “raise their hand” using the form to kickstart the process - New Slide about request (link) - Explore end-user experience of moving to/use Jakarta EE in production with their applications - Likely initial migration stories might focus on namespace change - experience or new apps and value of Jakarta and the evolution of Java - Case Studies (form) 	
<p>Contacts for Jay Nichols (AR/PR)</p> <ul style="list-style-type: none"> - Fill in information in spreadsheet (link) 	
<p>Member Activity Tracking Requirements Progress Report (Neil - 5 minutes) All Members must provide ongoing information about their support for Jakarta EE promotion</p>	
<ul style="list-style-type: none"> • Jakarta EE Wikipedia page (5 minutes) <ul style="list-style-type: none"> • Marketing committee to review and help with updating the content doc • Schedule a working session 	
<p>Enable archive for Jakarta EE Marketing Committee mailis list (Cesar)</p> <ul style="list-style-type: none"> • Search functionality still pending but better to have reference from archive than writing email subjects when referencing conversation in the mailing list. • Allow better understanding of topics based on conversations history via the mailing list 	<ul style="list-style-type: none"> - Still difficult to search and refer to threads that are important to discussions

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Committeecreation of public list.

- Promote awareness and collaboration for initiatives that involve working groups or communities like JakartaOne, Jakarta Tech talk, etc.
- Currently it's hard to find a point of official reference between slack, mails and calls that may involve non-marketing committee members.
- Suitable for marketing specific topics that doesn't fit in jakarta.ee-community@eclipse.org mailing list.