Jakarta EE Marketing Committee Meeting - November 11, 2021 (11:00 ET)

Attendees: 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) John Clingan (Red Hat) Ryan St James (Tomitribe) Tetiana Fydorenchyk (Jelastic) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep	**Eclipse Foundation:** Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Clark Roundy (Eclipse Foundation)

Current Projects
- Q4 Priorities ([PPT link](#), [spreadsheet](#))
   - 2022 Planning
   - Jakarta EE 2021 Developer survey promotion
   - Jakarta.ee website phase II 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: Book a time for Kristy to review SEO status with the team (Shabnam) 2021-09-30: Promote JakartaOne Livestream event (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

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- 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)
- 2021-09-02: Review website mock up (All)
- 2021-09-02: Set up "training" on platform for speakers in upcoming Livestream calls (Shabnam)
  - Scheduled for Monday/Tuesday next week (Sept 20-21)
- 2021-09-30: Sign up by **Oct 5** for booth duty KubeCon - October 11-15 (virtual booth)
- 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.
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Agenda	Minutes
General discussion **(2mins)**	-
Upcoming Meetings - November 11 - 11:00 ET - November 18 - 11:00 ET - No meeting November 25 - December 9 - 11:00 ET	
Approval of the previous mtg minutes **(2 mins)**	
Reporting to/from Steering Committee **(5 mins) (Neil)**	- 2022 Plan reviewed. - Further discussion on Budget and membership - Discussion on licence and voting for specs
Public email list for Marketing https://accounts.eclipse.org/mailing-list/jakarta.ee marketing	- Encourage everyone to subscribe and the community will be made aware of using this as a channel into the marketing committee

2022 Planning (all - 20 minutes)
- Continue Marketing Plan update (link)
- Explore:
    - Key activities
    - metrics/tracking
    -
	- Survey - if done, we (committee) should be more involved in the questions and flow as well as promotion
	    - Provides engagement and promotion opportunities for 4% of the budget.
	    - Perhaps look at more specific questions around the releases (could we do a split?)
	        - Look at 1 with more depth around specs.

Content (Shabnam - 5 minutes) - Update information (link) - Rebrand of CNJ eBook - Blog series for spec updates - Additional web pages (how to contribute page, community page, release pages) - Update content on some of the webpages based on SEO recommendations(FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages)	

2021 Event Participation (all - 5 minutes)
● **JakartaOne Livestream** - 12/7
   ○ Registration link
   ○ CFP closed (~45 submissions)
   ○ **Social kit to help members promote (link)**
● **JConf.dev - 12/9 (Virtual)**
● JakartaOne Vendor Talks (link)
   ○ Live Report (link)	

Q3 Report (Shabnam - 2 minutes) - **Review this, provide feedback, and we will review next meeting link**	