Jakarta EE Marketing Committee Meeting - October 28, 2021 (11:00 AM)

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)

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) 2021-09-16: 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.	2021-03-25: 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) ● 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) ●

Agenda	**Minutes**
General discussion **(2mins)**	- No quorum but discussion - will vote by email.

Upcoming Meetings
  - October 28 - 11:00 ET
  - 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)**	- Meeting minutes published through September, many thanks to Kenji Kazumura, who is helping with this!
Reporting to/from Steering Committee **(5 mins) (Neil)**	- 2022 Plan reviewed. - Budget and membership fee discussion

2022 Planning (all - 40 minutes)
  - Continue Marketing Plan update (link)
  - Determine:
    - Key activities
    - metrics/tracking
    -
	Slide 8 - 3 elements have been integrated into the other strategic goals - core values in some cases.
	Slide 11 - look at adding a page for the upstream/downstream vendor adoption
	  - May need work from the technical side to support it - SMEs who can demonstrate what they have done to support the adoption
	  - Look at having direct SME engagement with the vendors to push a bit.

	- Add tracking and social promotion in a better manner - for those who are doing the work but we may not have caught
	- Add submission of news/announcements to our outreach
	Slide 11 - Grow and Reward Spec Contributors
	- Can we give swag to top contributors as incentives - yes.
	Slide 12 - Acquire new working group members
	- Need to come up with a better way to reach potential members - likely after release 10 when new features available.
	- Marketing - celebrate the incidental membership increases and promote their activity.
	- Are we taking advantage of other Open Source foundation events to recruit? Consensus - somewhat. (eg Kubecon, Open Source Summit, …)
	- Events - look at networking event
	Slide 19 - Metrics (Content)
	- Cesar - how do we track the developer advocate contributions? Should we track these?
	   - Not part of the marketing committee but part of outreach
	- Social posts
	   - How do we track member shares? Need to get buyin
	- Survey
	   - Recommended that we not do a full survey
	   - Instead do a series of smaller polls, tied to JakartaOne Livestreams and other events,
	   - Poll tied to releases, including spec releases.
	   - Look at sponsored polling/survey in 3rd party sites

Current Status - Content (Shabnam - 5 minutes) - 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 ● JakartaOne Livestream - December 7	-

○ Registration [link](#) ○ CFP closed (~45 submissions) ○ **Social kit to help members promote ([link](#))** ● JakartaOne Vendor Talks ([link](#)) ○ Live Report ([link](#)) ● **JConf.dev - December 8-10 (Virtual)- member presence?**	