

Jakarta EE Marketing Committee Meeting - December 1, 2022 (11:00 ET)

<p>Attendees: 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)</p> <p>David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects</p> <p>Q4 Priorities</p> <ul style="list-style-type: none">- 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 <p>Ongoing Priorities</p> <ul style="list-style-type: none">- 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	

<p>action</p> <ul style="list-style-type: none"> - 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. 	
<p>Action Items:</p> <ul style="list-style-type: none"> ● 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 	<p>Completed:</p> <ul style="list-style-type: none"> ● 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 <ul style="list-style-type: none"> - December 1 - 11:00 a.m. ET - December 15 - 11:00 a.m. ET 	
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	-Program plan budget approved -\$5k of the budget has not been allocated, the plan was to dedicate that for limited edition swag distribution, there was a suggestion to allocate that to updating the Jakarta EE tutorial -Q3 report was presented, Tanja will send an email what the specification

	chart explains regarding the commit activities
2023 Planning <ul style="list-style-type: none"> - Approved marketing plan (link) - Marketing Budget (link) 	<p>Resolution: The Jakarta EE Marketing Committee approves the 2023 budget as presented in the marketing plan.</p> <p>Discussion:</p> <ul style="list-style-type: none"> - Appreciate the breakdown of the budget and metrics in the quarterly reports - need transparency into shared services used - Make sure we optimize our use of the shared services - Include cost estimates in our planning process for content we create - videos, articles, papers, etc. <p>Vote:</p> <ul style="list-style-type: none"> - IBM +1 - Payara +1 - Tomitribe -1 - Microsoft +1 - Oracle +1 - Primeton +1 <p>Approved</p>
JakartaOne Livestream Vendor keynotes registration spreadsheet Annual Livestream - Date: Dec 6 Registration is open	<p>Currently 478 - 77% of last year</p> <ul style="list-style-type: none"> - Agenda is live - Please share this tweet https://twitter.com/JakartaOneConf/status/1592963213846630401 - Share about the contest - create your favorite Jakarta EE snack - Would like a social tile to promote the Industry keynote speakers - Update the industry keynote entry on the agenda page - add speakers
DevNexus Track <ul style="list-style-type: none"> - Track session selection spreadsheet 	<p>Need to provide recommendations in the spreadsheet for session selection. See email from Tanja</p>
2023 - Events <ul style="list-style-type: none"> - What events are members planning on sponsoring? - Event list 	<ul style="list-style-type: none"> - Add your events into the spreadsheet
Limited Edition Contributors SWAG <ul style="list-style-type: none"> - Discuss wording/phrase to use on the item 	<p>Phrase?</p> <ul style="list-style-type: none"> - "I built Jakarta EE 10" (too limited)

<ul style="list-style-type: none"> - Finalize by November 17 - Sending to 32 contributors to Jakarta EE Specification Projects 	<ul style="list-style-type: none"> - “I build Jakarta EE” - “I contributed to Jakarta EE” - “Jakarta EE exists because of me!” - “I make Jakarta EE” - “Jakarta EE is my baby!” - “I helped build Jakarta EE” <p>Have additional \$5K - should we allocate to this effort to properly support shipping to the 32 members?</p> <p>Decision to go with a US distributor and pay the shipping costs.</p>
<p>Jakarta EE Tutorial (link)</p>	<ul style="list-style-type: none"> - Modernize - Bring up to date with Jakarta EE 10 - Reza - recommend Gitbook for surfacing it - Modularize and enable topical exploration - Reach out to current contributors to the tutorial project to make them aware of the desire to change and get their buyin.