

## Jakarta EE Marketing Committee Meeting - April 14, 2022 (11:00 ET)

<p><b>Attendees:</b> 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) Ryan St James (Tomitribe) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep David Blevins (Tomitribe)</p>	<p><b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <p>Q2 Priorities</p> <ul style="list-style-type: none"><li>- Plan &amp; execute the Jakarta EE 10 release Marketing activities</li><li>- Deliver a “Why Jakarta EE” page and video</li><li>- Deliver content targeting IT Decision Makers to drive executive awareness</li><li>- Publish a case study</li><li>- Feature Jakarta EE in the April Community Newsletter</li></ul> <p>Ongoing Priorities</p> <ul style="list-style-type: none"><li>- Jakarta EE Article Series - compatible products in action</li><li>- <a href="#">Collateral Repository</a></li><li>- Why Jakarta EE (Roadmap) content</li><li>- JakartaOne Livestream</li><li>- Case Studies (<a href="#">form</a>)</li><li>- SEO &amp; member site updates</li><li>- New Communities + localization<ul style="list-style-type: none"><li>- Chinese (in process)</li></ul></li></ul>	

<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• 2021-07-08: Set up tech talk for website update (Chris to deliver)</li> <li>• <b>2022-03-03: Promote Developer Survey (All)</b></li> <li>• <b>2022-03-31: Jakarta EE 10 Launch (All)</b></li> </ul>	<p><b>Completed:</b></p> <ul style="list-style-type: none"> <li>• 2021-09-16: Update testimonial quotes from members for (250 characters max) site NOW!!! (add directly to <a href="#">github issue</a>)</li> <li>• 2021-09-30: Review and provide input on overarching theme and strategy for 2022 planning - Plan due Nov 1.</li> <li>• 2021-09-30: Promote JakartaOne Livestream event (All)</li> <li>• 2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All)</li> <li>• 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam)</li> <li>• <b>2022-02-03: Promote launch of eBook (all)</b></li> <li>• <b>2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)</b></li> </ul>
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- April 28 - 11:00 ET</li> <li>- May 10 - 12:30 ET (Quarterly WG Meeting)</li> <li>- May 12 - 11:00 ET</li> </ul>	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from <a href="#">Steering Committee</a> (5 mins) (Neil)	<p>Release 10 Specs</p> <ul style="list-style-type: none"> <li>• “Done”: 15 (as of April 10, not incl Jakarta RPC - vs. 10 on March 28)</li> <li>• “Ballot in process”: 1 (as of April 10 - vs. 5 on March 15) <ul style="list-style-type: none"> <li>○ CDI - now finished</li> </ul> </li> <li>• “Mentor Review in process”: 12 (as of April 10)</li> </ul> <p>Badging proposal</p> <ul style="list-style-type: none"> <li>• Full proposal was tabled and not pursued further at this time.</li> <li>• Work may be done on bringing tutorial up to date and perhaps adding some content that would be relevant to the badging program in the future.</li> <li>• Ed - <a href="#">Github issue</a> re organizing to support future work</li> </ul>

#### Jakarta EE Working Group call (virtual)

- Scheduled for May 10
- Content suggestions
  - Neil had suggestions following last meeting
  - Q1 Results
  - Jakarta EE 10 Update

#### Jakarta EE Chinese community growth

- After the Jakarta EE Working Group meeting above, organize a different meeting for Chinese members with a Chinese speaking moderator
- Provide update in Chinese, but have an open discussion on:
  - How to increase Jakarta EE presence in that region
  - How to engage better with members in a vendor-neutral manner
  - How the Steering Committee can help members from China achieve that
- Identify questions in advance of the meeting
- Goal: Achieve better interaction
- Members commented positively
  - translation of meeting minutes
  - Two-way communication
- Look at the aspects of Jakarta EE that would be more important for the audience
  - Should translation be around specs? Other content? How to target Jakarta EE developer audience.
  - Perhaps look at the results of the audience from the developer survey to help understand what we can share.

#### Jakarta EE Working Group face-to-face meeting

- The member survey reviewed last week revealed interest in a F2F Jakarta EE meeting (92% of respondents). This item is a follow-up on this topic.
- Looking for potential events around which to plan this, October 2022 - JavaOne? EclipseCon?

#### 2022 Elections

	<ul style="list-style-type: none"> <li>○ The Eclipse Foundation is targeting <b>September 2022 for Jakarta EE Working Group</b> with the idea of starting the election process as <u>early in the month</u> as is possible (avoiding statutory holidays) and have the <u>seats filled by the end of the month</u>.</li> <li>○ Look at an outreach plan for the elections when we get closer to the time.</li> </ul>
<p><b>Release 10 Planning</b></p> <ul style="list-style-type: none"> <li>- Timeline (<a href="#">link</a>)</li> <li>- Messaging Document - Steering Committee version (<a href="#">link</a>) <ul style="list-style-type: none"> <li>- Marketing version (<a href="#">link</a>)</li> </ul> </li> <li>- <a href="#">Vendor support</a></li> </ul>	<ul style="list-style-type: none"> <li>- Need to create a Marketing specific version of the Messaging Document (<a href="#">link</a>) <ul style="list-style-type: none"> <li>- Should we use “Lightweight, Simplified, Modernized” as keys?</li> <li>- Need to highlight this as the innovation release - draw out cloud-native, modular</li> <li>- “An open, community-driven platform for future innovation of cloud native Java technologies”</li> <li>- How do we want to use enterprise? <ul style="list-style-type: none"> <li>- Need to focus on the key features that our audience will care about</li> <li>- Draw out the developer experience and ease of use</li> </ul> </li> </ul> </li> <li>- Recommendation from Eclipse PR team that a week later, June 7, given that the weekend before is a long weekend for US (Memorial Day). <ul style="list-style-type: none"> <li>- JNation is the same week so potentially gives us some further air cover for Java news.</li> </ul> </li> <li>- What can we do leading up to and post release as a drumbeat of content/activity socially? <ul style="list-style-type: none"> <li>- Webinars on vendor platforms <ul style="list-style-type: none"> <li>- Webinar on Payara’s platform scheduled on April 20th</li> <li>- On IBM’s maybe in June</li> <li>- others?Please reach out to Shabnam and Tanja if interested to organize a similar webinar on your platform and want to include EF team</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- Animated Jakarta EE 10 visual with short voice-over <a href="#">Release image</a></li> <li>- Jakarta EE 10 Influencer video including interviews and footage from conferences <ul style="list-style-type: none"> <li>- Look at including community contributors and members in the materials/video - supports the language around “community-driven” - look at user communities (JakartaOne communities)</li> </ul> </li> </ul>
<p><b>Content (Shabnam)</b></p> <ul style="list-style-type: none"> <li>- <b>Submit News</b> <ul style="list-style-type: none"> <li>- Process document (<a href="#">link</a>)</li> </ul> </li> <li>- <b>Rebrand of CNJ eBook</b> <ul style="list-style-type: none"> <li>- <b>Social Kit <a href="#">Link</a></b>-Please promote</li> <li>- <a href="#">Landing page preview</a></li> </ul> </li> <li>- <b>2022 Developer Survey-<a href="#">timeline</a></b> <ul style="list-style-type: none"> <li>- <a href="#">Results so far</a></li> <li>- <b>Members should create blog post promoting survey (<a href="#">see timeline for signup</a>)</b></li> <li>- <a href="#">Social kit</a></li> <li>- <a href="#">Key messaging document</a></li> </ul> </li> <li>- <b>Blog Series-<a href="#">David Kral's article published on Jaxenter</a></b></li> <li>- <a href="#">Releases page is now live</a></li> <li>- <a href="#">How to get involved in Jakarta EE page mockup</a> <ul style="list-style-type: none"> <li>- <a href="#">How to contribute video</a></li> <li>- <a href="#">How to become a committer</a></li> </ul> </li> <li>- <a href="#">Blog series for spec updates</a></li> <li>- <a href="#">Community presentation link, Jakarta EE template deck</a> are added to the website now, <a href="#">virtual zoom backgrounds</a></li> <li>- <b>Tech Talk-</b> <ul style="list-style-type: none"> <li>- <a href="#">Sign up sheet</a></li> <li>- <a href="#">Sign up sheet result</a></li> <li>- <a href="#">Scheduled talks</a></li> </ul> </li> <li>- Update content on some of the webpages based on SEO recommendations(FAQs, About Jakarta EE WG, About Jakarta EE &amp; Specification pages)</li> </ul>	<ul style="list-style-type: none"> <li>- Submit tech talks through the website form - currently we have talks into April but need more.</li> <li>- Suggestions for articles in support of Jakarta EE 10 release are welcome, going beyond the spec articles already in the plan (see content sheet) - look at external authors (not involved in creation of EE 10) <ul style="list-style-type: none"> <li>- “Top 5 reasons to jump into Jakarta EE 10”</li> </ul> </li> </ul>
<p><b>Discuss different views of the news feed</b></p> <ul style="list-style-type: none"> <li>- Need to ensure the news feeds are consistent (<a href="#">Jakarta EE Working Group News link</a> vs <a href="#">eclipse/jakarta news link</a>)</li> <li>- Information in the <a href="#">github issue 1321</a></li> </ul>	

<p><b>Event Planning - 2022</b></p> <ul style="list-style-type: none"> <li>— <del>FOSDEM (Feb 5-6)</del></li> <li>— <del>JavaLand (March 15-17)</del> <ul style="list-style-type: none"> <li>— <del>Table in the usergroup cafe</del></li> <li>— <del>need help staffing: No need for any advanced scheduling or formal sign-ups. Just pop in if present at the event</del></li> </ul> </li> <li>— <del>Map</del></li> <li>— <del>Hours</del></li> <li>— <del>DevNexus (April 12-14, Atlanta)</del> <ul style="list-style-type: none"> <li>— <del>we've been offered a free booth: <a href="#">booth sign up sheet</a></del></li> </ul> </li> <li>- DevOxx UK (May 11-13)</li> <li>- <a href="#">JNation</a> (June 7)</li> <li>- <a href="#">JBCNConf</a> (July 18-20) <ul style="list-style-type: none"> <li>- We are offered a 1*2m space in the community stand for a table and a rollup-need to cover the booth for 9-18hrs</li> </ul> </li> <li>- DevOxx BE (October 10-14)</li> <li>- JavaOne (October 16-20, Las Vegas)</li> <li>- EclipseCon 2022 (October 24-27, Ludwigsburg)</li> </ul> <p><b>Annual JakartaOne Livestream - Date 6 Dec?</b></p> <p>JakartaOne Livestream(s)</p> <ul style="list-style-type: none"> <li>- Look at localization expansion <ul style="list-style-type: none"> <li>- Eg. China</li> </ul> </li> <li>- Possible interested areas <ul style="list-style-type: none"> <li>- Spanish (Cesar)</li> <li>- <b>German June 30</b></li> <li>- <b>Portuguese Sept 29</b></li> <li>- Japanese - Sept</li> <li>- Russian</li> </ul> </li> </ul> <p>Look at more engagement in Chinese Jakarta EE community</p>	<p>DevOxx UK - Payara will be there; can host Ivar or others in their booth</p> <p>JNation - Payara sponsoring; can host Jakarta EE talks/discussions</p> <p>JBCNConf - look into member presence and how we can support Jakarta EE conversations.</p>
<p><b>Case Studies - Jakarta EE ambassadors</b></p>	<ul style="list-style-type: none"> <li>- Need to come up with actual end-user case studies to show Jakarta EE in production</li> </ul>
<p><b>Create content targeting IT Decision Makers to drive executive awareness</b></p>	<ul style="list-style-type: none"> <li>- Looking to deliver in 2Q2022 - need to draft an outline and tie to release 10 rollout</li> </ul>
<p><b>Develop and promote a “Why Jakarta EE” page and social program</b></p>	