

## Jakarta EE Marketing Committee Meeting - February 3, 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> <ul style="list-style-type: none"><li>- Q1 Priorities<ul style="list-style-type: none"><li>- Jakarta EE Article Series - compatible products in action</li><li>- Create content targeting IT Decision Makers to drive executive awareness</li><li>- Develop and promote a “Why Jakarta EE” page and social program</li><li>- Developer Survey question feedback</li><li>- Ensure stakeholders and broader market understand where the technology is going and feel confident in investing</li></ul></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>- Jakarta EE Website redesign (go live start of Q4)</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>• 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam)</li> <li>• <b>2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)</b></li> <li>• </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>• <b>2021-09-30: Promote JakartaOne Livestream event (All)</b></li> <li>• <b>2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All)</b></li> </ul>
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- February 17 - 11:00 ET</li> <li>- March 3 - 11:00 ET</li> <li>- </li> </ul>	<ul style="list-style-type: none"> <li>- Had meeting with Kristy on January 27 (<a href="#">link to recording</a>) And <a href="#">presentation deck</a></li> </ul>
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	<p>Review of badging proposal was done</p> <ul style="list-style-type: none"> <li>- Initial feedback received but reviews will take place going forward.</li> </ul>
4Q2021 Report ( <a href="#">link</a> ) <ul style="list-style-type: none"> <li>- Please review and we will review comments in our next call.</li> </ul>	
<b>Member survey - please participate (<a href="#">link</a>) by February 18.</b>	Everyone should share with their teams to get as much member feedback as possible
<p><b><a href="#">Content</a></b> (Shabnam)</p> <ul style="list-style-type: none"> <li>- Rebrand of CNJ eBook <ul style="list-style-type: none"> <li>- Social Kit <a href="#">Link</a>-Please promote</li> <li>- <a href="#">Landing page preview</a></li> <li>- <a href="#">Final designed draft</a></li> </ul> </li> <li>- <b>2022 Developer Survey-timeline</b></li> <li>- <a href="#">Blog series for spec updates</a></li> <li>- <a href="#">Website redesign</a>- <ul style="list-style-type: none"> <li>- MKT CMTE to review and</li> </ul> </li> </ul>	

<p>provide feedback on the issue by 31 Jan</p> <ul style="list-style-type: none"> <li>- Then reach out to the wider community on WG and Community mailing list to review and provide feedback</li> <li>- Tech Talk <a href="#">Sign up sheet</a></li> <li>- Update information (<a href="#">link</a>)</li> <li>- Additional web pages (how to contribute page, community page, release pages)</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>	
<p><b>Release 10 Planning</b></p> <ul style="list-style-type: none"> <li>- Timeline (<a href="#">link</a>)</li> <li>- Messaging Document</li> <li>- <b>Vendor support</b></li> </ul>	<ul style="list-style-type: none"> <li>- Still need firm date for release</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>Review recommendations on issue</p>
<p><b>Event Planning - 2022</b></p> <ul style="list-style-type: none"> <li>- FOSDEM (Feb 5-6)</li> <li>- JavaLand (March 15-17)</li> <li>- DevNexus (April 12-14, Atlanta)</li> <li>- DevOxx UK (May 11-13)</li> </ul>	<p>DevNexus - surround activity - reception sponsorship</p> <ul style="list-style-type: none"> <li>- General interest in having</li> </ul> <p>Other Jakarta EE related events being sponsored by members?</p> <p>Opportunities for Jakarta EE engagement in booth/sessions.</p>
<p><b>Create content targeting IT Decision Makers to drive executive awareness</b></p>	
<p><b>Develop and promote a “Why Jakarta EE” page and social program</b></p>	