

## Jakarta EE Marketing Committee Meeting - July 22, 2021 (10:00 AM)

<p><b>Attendees:</b>  Neil Patterson (IBM)  Cesar Hernandez (Tomitribe)  Ed Bratt (Oracle)  Melissa Jacobus (Oracle)  Dominika Tasarz (Payara)  Jadon Ortlepp (Payara)  Eric Meng (Primeton)  Dan Bandera (IBM)  Jonathan Gallimore (Tomitribe)  John Clingan (Red Hat)  Ryan St James (Tomitribe)  Tetiana Fydorenchuk (Jelastic)  Otavio Santana (Committer Rep)</p>	<p><b>Eclipse Foundation:</b>  Shabnam Mayel (Eclipse Foundation)  Tanja Obradovic (Eclipse Foundation)  Karen McNaughton (Eclipse Foundation)   Thabang Mashologu (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <ul style="list-style-type: none"> <li>- Q2 Priorities (<a href="#">PPT link</a>, <a href="#">spreadsheet</a>) <ul style="list-style-type: none"> <li>- Create program to attract contributors and promote to committers</li> <li>- Create program to highlight/reward contributors based on contribution</li> </ul> </li> <li>- Collateral Repository</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>● 2021-07-08: Event follow up - Karen (Devoxx France); Neil (Devoxx BE); Neil (j4k.io)</li> </ul>	<p><b>Completed:</b></p> <ul style="list-style-type: none"> <li>● 2021-03-25: All - promote JakartaOne Livestream Russia (see link below)</li> <li>● 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - <b>March 18th will be the meeting</b></li> <li>● 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness</li> <li>● 2021-02-25: All - Review and provide comments on <a href="#">Github issue</a> for website re-design and announcements section meeting conclusions</li> </ul>

	<ul style="list-style-type: none"> <li>● 2021-03-25: Melissa - Create a document to save themes and best practices from github issues (<a href="#">link to folder</a>)</li> <li>● 2021-03-25: All - use <a href="#">social kit</a> content to help promote Developer Survey (starting April 6)</li> <li>● 2021-03-25: All - determine theme for Kubecon presence</li> <li>● 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation</li> <li>● 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one</li> <li>● 2021-04-08: Cesar - Kubecon - Booth participation - make available for community; JUGs; (Cesar to draft a brief statement about request) - <a href="#">link to document</a> -</li> <li>● 2021-02-11: Neil - Get Katacoda pricing information and policy information</li> <li>● 2021-05-06: Karen to provide a couple of options for J4K.io that don't involve a booth</li> <li>● 2021-05-06: All to promote Developer Survey (extended to May 31) <a href="#">Link to social kit for promotion</a> and <a href="#">Link to Developer Survey member specific URLs</a> (second tab)</li> <li>● 2021-05-06: All - provide quotes and blog posts/articles for 9.1 release by May 14</li> <li>● 2021-05-06: Neil to set up review of Skills Network Labs environment and Badging proposal</li> <li>● 2021-05-06: Neil to provide steering committee a heads-up on badging proposal</li> <li>● 2021-02-11: All - update progress report for week (<a href="#">Progress Report</a>)</li> <li>● 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one</li> <li>● 2021-04-08: Karen/Neil - update Q2 priorities and Q1 report</li> <li>● 2021-04-08: Look at archiving marketing email (Ed to create bugzilla enhancement request)</li> <li>● 2021-06-17: Invite webdev team to July 8th meeting to discuss timeline and help needed. (Karen)</li> <li>●</li> </ul>
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Agenda	Minutes
General discussion (2mins)	

<p>Upcoming Meetings</p> <ul style="list-style-type: none"> <li>- July 29 - 11:00 EDT (Normal)</li> <li>- August 5 - 11:00 EDT (Badging)</li> <li>- August 19 - 11:00 EDT</li> </ul>	<p>Motion: make our meetings every other week at 11:00 am Eastern; Moved - Ed; Seconded - John. Approved.</p>
<p>Approval of the previous mtg minutes (<b>2 mins</b>)</p>	<p>Approved.</p>
<p>Reporting to/from Steering Committee (<b>5 mins</b>) (Neil)</p>	<ul style="list-style-type: none"> <li>- Voted on and approved of the CN4J Joint Messaging Doc - <a href="https://docs.google.com/presentation/d/1wYBNqUHwADvipTC9fW5ugGMbDf_3_JH9skBtyPcl-IE/edit#slide=id.gbcfab764b6_0_54">https://docs.google.com/presentation/d/1wYBNqUHwADvipTC9fW5ugGMbDf_3_JH9skBtyPcl-IE/edit#slide=id.gbcfab764b6_0_54</a></li> </ul>
<p>Review <a href="#">the 2021 Jakarta EE Developer Survey Findings</a> (10 minutes)</p> <ul style="list-style-type: none"> <li>- Review the report and submit any comments before July 23rd, <a href="#">per our timeline tracking sheet</a>.</li> <li>- Provide <a href="#">quotes</a> to be used in promotion of the Report - Deadline 10 August (see tab in spreadsheet)</li> <li>- Share findings through social and other channels</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Events</b> - <a href="#">Event list</a> <ul style="list-style-type: none"> <li>○ <b>Devoxx UK?</b></li> <li>○ <a href="#">JCONF.dev, info</a></li> <li>○ <b>Devoxx BE update (Neil)</b></li> <li>○ <b>J4K.io update (Neil)</b></li> <li>○ <b>Devoxx France update (Karen)</b></li> </ul> </li> </ul>	<p>Neil to send out J4K.io and JCONF.dev info and we will take a decision on our next call re level for each.</p>
<p><b>JakartaOne Livestream schedule (<a href="#">link</a>)</b></p> <ul style="list-style-type: none"> <li>- December 7 - <a href="#">CFP Open</a> <ul style="list-style-type: none"> <li>- <a href="#">Social Kit</a> to promote</li> </ul> </li> <li>- Aug 21 JakartaOne Livestream - Turkish</li> <li>- Sept 29 JakartaOne Livestream - Portuguese</li> <li>- Oct 1 JakartaOne Livestream - Spanish</li> <li>- Need vendor specific talks added to the schedule</li> </ul>	
<p><b>Jakarta EE Badging Proposal (5 minutes - Neil)</b></p>	

<ul style="list-style-type: none"> <li>- Meeting on August 5 to go over technical requirements and solicit input</li> <li>- Jakarta EE Badging presentation <a href="#">link</a> - align around release 10</li> </ul>	
<p>Review 3Q Priorities</p> <p>See slide 12 of the <a href="#">Jakarta EE Program Plan</a></p>	
<p>-</p>	
<p><b>Elections</b></p> <ul style="list-style-type: none"> <li>- Coming soon</li> <li>- Committers and participant member representatives</li> </ul>	
<p>Article proposal (Tanja - 5 minutes)</p> <ul style="list-style-type: none"> <li>- Request to members to write content explaining how Jakarta EE is related to offerings (running on their platforms and others)</li> </ul>	
<p>Github issues best practices (10 minutes - Melissa)</p> <ul style="list-style-type: none"> <li>• Review document to save themes and best practices from github issues (<a href="#">link to folder</a>)</li> <li>• <a href="#">Link to document</a></li> </ul>	
<p>Content issues</p> <ul style="list-style-type: none"> <li>- Review current content submissions</li> <li>- <a href="#">Link to Best Practices document</a></li> </ul>	<p>All - review open tickets</p>
<p>Case Studies (Karen - 5 minutes)</p> <ul style="list-style-type: none"> <li>- Members to “raise their hand” using the form to kickstart the process</li> <li>- New Slide about request (<a href="#">link</a>)</li> <li>- Explore end-user experience of moving to/use Jakarta EE in production with their applications</li> <li>- Likely initial migration stories might focus on namespace change</li> </ul>	

<ul style="list-style-type: none"><li>- experience or new apps and value of Jakarta and the evolution of Java</li><li>- Case Studies (<a href="#">form</a>)</li></ul>	
<ul style="list-style-type: none"><li>• <a href="#">Jakarta EE Wikipedia page</a> (5 minutes)<ul style="list-style-type: none"><li>• Marketing committee to review and help with updating the <a href="#">content doc</a></li><li>• Schedule a working session</li></ul></li></ul>	