

Jakarta EE Marketing Committee Meeting - November 10, 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) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member 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	

<ul style="list-style-type: none"> - SEO & PPC related implementation - Jakarta EE Article Series - compatible products in action - 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"> - November 17 - 11:00 a.m. ET - December 8 - 11:00 a.m. ET 	Note: We may need to have a separate meeting when the Eclipse Foundation comes back with budget
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> - 2023 draft program plan was approved (goes to Eclipse for reviews) - Brief discussion of the Jakarta EE 11 planning - Jakarta EE track at DevNexus discussion

	<ul style="list-style-type: none"> - Jakarta EE Q3 progress report
<p>Translation services</p> <ul style="list-style-type: none"> - Priorities (document) - Translation is for the written content - Need to get design support (agency) for the graphics 	
<p>2023 Planning</p> <ul style="list-style-type: none"> - Approved marketing plan (link) - Approved program plan (link) 	
<p>2023 - Event sponsorship proposal (link)</p> <ul style="list-style-type: none"> - Track sponsorship at key event(s) - DevNexus contract signed - CFP site updated 	<ul style="list-style-type: none"> - Need to promote our sponsorship of the track <ul style="list-style-type: none"> - Reza - sending out the community - Jakarta EE social will share about submitting - Don't just submit to the Jakarta EE track as we want to have broader reach than the one track. - Ability to accept submissions post CFP close - Can switch submissions to the Jakarta EE track within the Sessionize submission tool.
<p>JakartaOne Livestream Vendor keynotes registration spreadsheet Annual Livestream - Date: Dec 6 Registration is open</p> <ul style="list-style-type: none"> - Need to promote, 213 registrations so far 	
<p>2023 - Events</p> <ul style="list-style-type: none"> - What events are members planning on sponsoring? - Event list 	<p>Need to create a spreadsheet for events so we can provide input</p> <ul style="list-style-type: none"> - JavaOne (Microsoft) - DevNexus (Microsoft) - JFokus (Microsoft) - EclipseCon (Microsoft) - SpringOne (Microsoft) - GIDS (Microsoft) - Devvix BE (Microsoft) - JavaLand (Payara)
<p>Content (Shabnam)</p> <ul style="list-style-type: none"> - Spec documents and video scripts - Starter Project <hr/> <ul style="list-style-type: none"> - 2022 Developer Survey- 	<ul style="list-style-type: none"> - Explanation write-up on 7 specs has started, video scripts will be extracted from those write ups <ul style="list-style-type: none"> - Jakarta EE Platform write-up for review by 17 Nov - Jakarta EE Platform Video Script for review by 17 Nov - Starter Project: technical writer starter working on the first article this week to create articles around main specs similar to "next" in spring.io

<ul style="list-style-type: none"> - <u>Timeline</u> - October Community Newsletter: Dedicated to Jakarta EE <hr style="border-top: 1px dashed black;"/> <ul style="list-style-type: none"> - Tech Talk- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks 	<ul style="list-style-type: none"> - 1. How to construct and consume a RESTful Web Service - 2. How to store and retrieve data using Jakarta Persistence - 3. How to start with Servlets / How to build Servlets - 4. How to use Jakarta Security / How to secure your application <ul style="list-style-type: none"> - Video booth at EclipseCon <ul style="list-style-type: none"> - 9 interviews but multiple topics so we expect to create 17 videos total from the interviews. - Raw footage received;Shabnam has reviewed and suggested initial edits - Look at using clips for social promotion throughout the year. <ul style="list-style-type: none"> ● Developer Survey report: (as of November 9) <ul style="list-style-type: none"> ○ 22,625 pageviews, ○ TOTAL FORM SUBMISSIONS: 1394 ○ NEW CONTACTS: 1193 <hr style="border-top: 1px dashed black;"/> <ul style="list-style-type: none"> - Submit tech talks through the website form - currently we have talks into April but need more. - 2022 Developer Survey findings for members to provide feedback by 21 July, 2022. (design draft) - Timetable <ul style="list-style-type: none"> - Members, minor updates can be accommodated but no major changes at this point. - Social kit for members to promote - Supporting quotes are needed by 25-August. - Press release will be issued and will be shared for review and approval before release.
<p>Limited Edition Contributors SWAG</p> <ul style="list-style-type: none"> - Discuss wording/phrase to use on the item - Finalize by November 17 	<ul style="list-style-type: none"> - “I built Jakarta EE 10” (too limited) - “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”