

## Jakarta EE Marketing Committee Meeting - March 17, 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>- Launch &amp; promote the rebranded CNJ eBook</li><li>- Create blog series on individual Specifications</li><li>- Launch the 2022 Developer Survey</li><li>- Deliver the “how to get involved in Jakarta EE” landing page and videos</li><li>- Developer Survey question feedback</li><li>- Giveaways to reward top committers and contributors</li><li>- Work on content targeting IT Decision Makers to drive executive awareness (deliver in Q2)</li><li>- Develop a “Why Jakarta EE” page and social program (deliver in Q2)</li><li>- Ensure stakeholders and broader market understand where the technology is going and feel confident in investing</li></ul></li><li>- Ongoing Priorities<ul style="list-style-type: none"><li>- Jakarta EE Article Series - compatible products in action</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>• <b>2022-03-03: Promote Developer Survey (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>- March 31 - 11:00 ET</li> <li>- April 14 - 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)	<ul style="list-style-type: none"> <li>- Welcome Beijing Vsettan Data Technology Co. Ltd. to the Jakarta EE Working Group!</li> <li>- Discussed the need to promote the Developer Survey.</li> <li>- Discussed Jakarta EE 10 status               <ul style="list-style-type: none"> <li>- “Done”: 6 (not counting Jakarta RPC)</li> <li>- “Ballot in process”: 6 (up from two on March 1)</li> </ul> </li> <li>- Reviewed Jakarta EE 10 messaging document. Continued review and comments until March 29.</li> <li>- Reviewed general guidance on the authorized usage of the jakarta package namespace governed by the Jakarta EE Working Group and the EFSP (<a href="#">Issue</a>)</li> <li>- Reviewed feedback on badging proposal.               <ul style="list-style-type: none"> <li>- Need to get a view on the budget updates that would be needed</li> <li>- Some concern that decentralized approach would lead to problems with consistency and overall support; suggestion to pool resources to build it collectively</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- Looking to put forward a resolution at next meeting</li> <li>- Electronic voting procedure update passed</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>-Please promote</b></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>- <b>Official launch delayed until March 9</b></li> <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>- <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</a>, <a href="#">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>- Suggested printing physical copies of the eBook for events.</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 (<a href="#">link</a>)</li> <li>- <a href="#">Vendor support</a></li> </ul>	<ul style="list-style-type: none"> <li>- What can we do leading up to and post release as a drumbeat of content/activity socially?</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>- <a href="#">JavaLand</a> (March 15-17)</li> </ul>	<p>JavaLand - will have a table top - see the map and hours</p> <ul style="list-style-type: none"> <li>- Would like any members present to help</li> </ul>

<ul style="list-style-type: none"> <li>- Table in the usergroup cafe - need help staffing: No need for any advanced scheduling or formal sign ups. Just pop in if present at the event</li> <li>- <a href="#">Map</a></li> <li>- <a href="#">Hours</a></li> <li>- DevNexus (April 12-14, Atlanta) <ul style="list-style-type: none"> <li>- we've been offered a free booth: <a href="#">booth sign up sheet</a></li> </ul> </li> <li>- Devox 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>- Devox BE (October 10-14)</li> </ul> <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>- Portuguese</li> <li>- Chinese</li> <li>- Russian</li> </ul> </li> </ul> <p>Look at more engagement in Chinese Jakarta EE community</p>	<ul style="list-style-type: none"> <li>- Ivar had a good experience - high traffic area for free booth. (<a href="#">tweet</a>)</li> </ul> <p>DevNexus</p> <ul style="list-style-type: none"> <li>- reception open to all - meet and greet format (April 12 from 5:30 pm - 7:30 pm in room #41)</li> <li>- Jakarta EE free booth - <a href="#">looking for help staffing</a></li> </ul> <p>Devox 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> <ul style="list-style-type: none"> <li>- Looking for new ways to engage with the growing Chinese Jakarta EE community <ul style="list-style-type: none"> <li>- Looking at a Jakarta EE book in Chinese</li> <li>- Possible source for content - Jakarta EE tutorial (add Eclipse Foundation to copyright line)</li> </ul> </li> </ul>
<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>	