

## Jakarta EE Marketing Committee Meeting - August 18, 2022 (11:00 ET)

<p><b>Attendees:</b> Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (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</p> <p>David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director)</p>	<p><b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <p>Q3 Priorities</p> <ul style="list-style-type: none"><li>- Deliver the report of the 2022 Developer Survey</li><li>- Launch the technical survey on specification direction for Jakarta EE (Otavio, Ed, Emily)</li><li>- Create contribution resources for developers and architects to justify engagement to their IT decision makers</li><li>- deliver "Why Jakarta EE" (Otavio)</li><li>- deliver "IT Decision Maker content" (Neil)</li></ul> <p>Ongoing Priorities</p> <ul style="list-style-type: none"><li>- <a href="#">Collateral Repository</a></li><li>- Promote compatible products on various social channels</li><li>- Promote individual contributors</li><li>- Evangelize Jakarta EE at major events/trade shows of relevance to our community</li><li>- SEO &amp; PPC related implementation</li><li>- Jakarta EE Article Series - compatible products in action</li><li>- Host &amp; promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream</li><li>- Promote individual contributors and newly elected committers and new contributors social channels</li></ul>	

and on the community news section of the Jakarta EE website.	
<b>Action Items:</b> <ul style="list-style-type: none"> <li>● <b>2022-03-31: Jakarta EE 10 Launch (All)</b></li> </ul>	<b>Completed:</b> <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> <li>● <b>2022-03-03: Promote Developer Survey (All)</b></li> <li>● <b>2022-05-26: Look at creating representative images as well as updated branding guidelines to ensure confusion is limited (Neil)</b></li> <li>● 2021-07-08: Set up tech talk for website update (Chris to deliver)</li> </ul>

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- September 1 - 11:00 a.m. ET</li> <li>- September 8 - 11:00 a.m. ET (SEO working session)</li> <li>- September 15 - 11:00 a.m. ET</li> </ul>	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from <a href="#">Steering Committee</a> (5 mins) (I)	<b>2022-08-16 - Steering committee meeting</b> <ul style="list-style-type: none"> <li>● Discussed EE 10 status – not everything is in ballot yet and we need to move launch out again. (see later discussion item)</li> <li>● Briefly reviewed blog by Martijn who volunteered to <a href="#">draft a blog post for Q2</a> - Enable Ecosystem Transition to jakarta namespace</li> </ul>

	<ul style="list-style-type: none"> <li>• Please promote the elections are coming up.</li> </ul>
<p><b>Additional Funds utilization</b></p> <ul style="list-style-type: none"> <li>- New membership providing new funds</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Need to approve our choice and move forward</b></li> <li>- Suggested: 12K for swag and shipping; 10K for specification videos and 3K professional video production at EclipseCon. More proposal details <a href="#">here</a>.</li> <li>- Moved that we accept the allocation as defined in the spreadsheet and agree to move forward. <ul style="list-style-type: none"> <li>- Approved</li> </ul> </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> <li>- <a href="#">Updated release image</a></li> <li>- <a href="#">Jakarta EE 10 release page issue</a></li> </ul> </li> <li>- <a href="#">Vendor support</a></li> </ul>	<p><b>Delays in getting Jakarta EE 10 to final ballot mean we need to delay our launch activities - need to discuss a realistic date to work backward from.</b></p> <ul style="list-style-type: none"> <li>- Shabnam - should we wait for the software to be in ballot to determine the date - pick the Tuesday that is as close to 2 weeks after</li> <li>- Are we okay with waiting for a meeting to begin the work? <ul style="list-style-type: none"> <li>- Can communicate date through the mailing list</li> </ul> </li> <li>- Community members responsibilities <ul style="list-style-type: none"> <li>- Release blogs</li> <li>- Share through social</li> </ul> </li> <li>- Resolved - wait for the software to be in ballot and then set a date 2 weeks after</li> </ul> <p><b>MKT CMTE to recommend a PR announcement date Aug. 30 2022</b></p> <ul style="list-style-type: none"> <li>- <b>Members to appoint spoke persons to talk to media companies about Jakarta EE 10 and its impact</b> <ul style="list-style-type: none"> <li>- Preferably involved in their company's contribution. And able to talk about what it's bringing to the table that's different. The marketing committee members would be ideal.</li> <li>- Members please contact Shabnam to provide contact names if you which to provide a representative (preferably by next Thursday)</li> </ul> </li> </ul> <p><b>Jakarta EE 10 Release Videos:</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Main Jakarta EE 10 Influencer video</a></li> </ul>

	<ul style="list-style-type: none"> <li>- <b>Now 8 <a href="#">Jakarta EE 10 individual video interviews</a></b></li> <li>- <a href="#">Release image video</a></li> <li>- <b>New video recently added.</b></li> </ul> <p><a href="#">Link to Social Kit for members to promote-will be updated with more content as we go</a></p> <ul style="list-style-type: none"> <li>• Zoom and linkedin backgrounds added to the social cards</li> <li>• Social kits are evolving so please review.</li> </ul> <p>Supporting quotes - Done</p> <p>Blog post drafts - <b>due August 30</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Landing page is in staging-Github issue here</a></li> <li>- Drumbeat activities: <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>- <b>IBM Webinar - June 21, 2022 (<a href="#">link</a>)</b></li> <li>- <b>Jakarta EE 10 release celebration Tech Talk June 28 - <a href="#">Report</a></b></li> <li>- <b>Jakarta EE - June 30, 2022 (Align with German JakartaOne Livestream)</b></li> </ul> </li> <li>- Chinese tech talk - by Emily Jiang - July 7th - introducing Jakarta EE 10 release</li> </ul> </li> </ul>
<p><a href="#">Technical Developer survey</a> (Otavio, Ed, Emily)</p> <ul style="list-style-type: none"> <li>- <a href="#">timeline and launch plan</a></li> </ul>	<ul style="list-style-type: none"> <li>- Get update on the progress of the questions <ul style="list-style-type: none"> <li>- Ed - emailed and is getting some response <ul style="list-style-type: none"> <li>- Reza provided some examples from ambassadors team</li> </ul> </li> <li>- Action: request teams to provide feedback on the questions and make suggestions on the overall survey</li> </ul> </li> <li>- Discuss the goals and ways we want to leverage the results <ul style="list-style-type: none"> <li>- Share broadly but likely no PR</li> <li>- Highlight the areas we are going</li> <li>- Leverage results to help drive future directions for the specifications</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- Need to determine how to drive the greatest participation</li> </ul> <p>Previous:</p> <ul style="list-style-type: none"> <li>- need to work with project teams to form the question</li> <li>- need to come up with a <a href="#">timeline and launch plan</a></li> </ul> <p>Committee members should start to fill in the elements of the survey link (LH Column). Tanja suggests a good date for presenting the data would be the EE Livestream in Dec. This will require pretty consistent focus. Dec. is a pretty aggressive date, but probably not impossible. Otavio &amp; Emily will collect some thoughts for next meeting.</p> <p>Aug 4 – reviewed the updates to the survey doc. Committee members will continue to add questions.</p> <p>Discussed timelines. It will be challenging to have results that are useful for EE 11. May not have as much impact but we agree that this will be valuable, regardless.</p>
<p><b><u>Content (Shabnam)</u></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>- Rebrand of CNJ eBook <ul style="list-style-type: none"> <li>- Social Kit <a href="#">Link-Please promote</a></li> <li>- <a href="#">Landing page preview</a></li> </ul> </li> <li>- 2022 Developer Survey-</li> <li>- <b>Timeline</b></li> <li>- <b>August EF Community Newsletter: Desiccated to EclipseCon and Features one article around the Jakarta EE talks at ECE</b></li> <li>- <b><u>Survey participation report</u></b> <ul style="list-style-type: none"> <li>- <a href="#">Results so far</a></li> <li>- Members should create blog post promoting survey (<a href="#">see timeline for signup</a>)</li> <li>- <a href="#">Social kit</a></li> <li>- <a href="#">Key messaging document</a></li> </ul> </li> <li>- Blog Series-<a href="#">David Kral's article published on Jaxenter</a></li> <li>- Ladislav Thon- <a href="#">CDI Lite published on TheServerSide</a></li> <li>- <b><u>Releases page is now live</u></b></li> <li>- <b><u>How to get involved in Jakarta EE page mockup</u></b> <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>- <b><u>Blog series for spec updates</u></b></li> <li>- <b><u>Community presentation link, Jakarta EE template deck are added</u></b></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>- <a href="#">2022 Developer Survey findings</a> for members to provide feedback by 21 July, 2022. (<a href="#">design draft</a>) <ul style="list-style-type: none"> <li>- Members, minor updates can be accommodated but no major changes at this point.</li> <li>- <b>Supporting quotes are needed by 25-August.</b></li> </ul> </li> <li>- <b>Press release will be issued and will be shared for review and approval before release.</b></li> </ul>

<p>to the website now, <u><a href="#">virtual zoom backgrounds</a></u></p> <ul style="list-style-type: none"> <li>- <b>Tech Talk-</b> <ul style="list-style-type: none"> <li>- <u><a href="#">Sign up sheet</a></u></li> <li>- <u><a href="#">Sign up sheet result</a></u></li> <li>- <u><a href="#">Scheduled talks</a></u></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>	
<p><b>Develop a more compelling “Starter for Jakarta EE”</b></p> <ul style="list-style-type: none"> <li>- Model on the Starter for MicroProfile (<u><a href="#">link</a></u>)</li> </ul>	<ul style="list-style-type: none"> <li>- Part of the EE4J project overall</li> <li>- Existing github issue related to creating the graphical version of the starter</li> <li>- Marketing should be ready to promote this as it is built and push our teams to get more engaged on building it.</li> </ul>
<p><b>Develop and promote a “Why Jakarta EE” page and social program</b></p>	<ul style="list-style-type: none"> <li>- Build out draft based on Messaging document <ul style="list-style-type: none"> <li>- <u><a href="#">First draft to start with-Shabnam</a></u></li> <li>- Need to assign a couple of people to work through this and start the page design <ul style="list-style-type: none"> <li>- <b>Ed, Jadon, and Neil to take a first cut</b></li> <li>- Neil to put timeline together for this - target September</li> </ul> </li> </ul> </li> </ul> <p>Members (esp. Neil &amp; Jadon) please provide comments by this meeting in two weeks.</p>
<p><b>SEO working session on Sep 8 or 22 Sep?</b>  With the help of Kristy (SEO agency) we have been trying to find and fix an issue with the specification pages where they are not all being indexed properly because there are duplicate versions.</p>	<p>We need the marketing committee to help us decide what to do about some of our duplicate content issues. The same content, especially around documentation, appears in multiple places and Google is having trouble discerning what to index. Some documentation is being excluded entirely because it exists in too many places. We need guidance in how to label duplicate documentation that needs exists in multiple places to make it “unique” content so that it becomes indexable. E.g.</p> <p><u><a href="https://javadoc.io/static/jakarta.servlet/jakarta.servlet-api/5.0.0/jakarta/servlet/http/HttpSession.html">https://javadoc.io/static/jakarta.servlet/jakarta.servlet-api/5.0.0/jakarta/servlet/http/HttpSession.html</a></u> same content so Google is having trouble discerning what to index</p> <p><u><a href="https://jakarta.ee/specifications/servlet/4.0/apidocs/javax/servlet/http/httpsession">https://jakarta.ee/specifications/servlet/4.0/apidocs/javax/servlet/http/httpsession</a></u></p> <p>Or</p> <p><u><a href="https://jakarta.ee/specifications/annotations/1.3/apidocs/javax/annotation/postconstruct">https://jakarta.ee/specifications/annotations/1.3/apidocs/javax/annotation/postconstruct</a></u></p>

	<p><a href="https://eclipse-ee4j.github.io/common-annotations-api/apidocs/javax/annotation/PostConstruct.html">https://eclipse-ee4j.github.io/common-annotations-api/apidocs/javax/annotation/PostConstruct.html</a></p>
<p><b>Create content targeting IT Decision Makers to drive executive awareness</b></p> <ul style="list-style-type: none"><li>- Neil to own</li></ul>	<ul style="list-style-type: none"><li>- Looking to deliver in 3Q2022 - need to draft an outline and leverage to release 10 rollout</li></ul>
<p><a href="#">Q2 Marketing Operations Update</a>-please review and provide feedback on the deck by Jul 28, 2022</p>	<ul style="list-style-type: none"><li>• Members, please review the progress to date. We will go through this next meeting and try to lay out goals for the remainder of the year. Perhaps add more Give-Aways.</li></ul>
<p><b>Case Studies</b></p> <ul style="list-style-type: none"><li>- Jakarta EE ambassadors</li><li>- Member submitted</li></ul>	<ul style="list-style-type: none"><li>- Need to come up with actual end-user case studies to show Jakarta EE in production</li><li>- Otavio - writing one now - end of July</li><li>- Neil - blog series with client (will work on case study support) - September target</li></ul>
<p><b>Event Planning - 2022</b></p> <ul style="list-style-type: none"><li>— FOSDEM (Feb 5-6)</li><li>— <a href="#">JavaLand (March 15-17)</a><ul style="list-style-type: none"><li>— <del>Table in the usergroup cafe</del> - need help staffing: No need for any advanced scheduling or formal sign-ups. Just pop in if present at the event</li></ul></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>— 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 <a href="#">community stand</a> for a table and a rollup - need to cover the booth for 9-18hrs</li></ul></li><li>- JConf.dev (September 24-26, Chicago)</li><li>- DevOxx BE (October 10-14)</li><li>- JavaOne (October 16-20, Las Vegas)<ul style="list-style-type: none"><li>- Should we do a reception?</li></ul></li><li>- EclipseCon 2022 (October 24-27, <a href="#">Ludwigsburg</a>)</li><li>- W-Jax 7-9 Nov (end user perspective)</li></ul> <p><b>JakartaOne Livestream</b></p> <p><a href="#">Vendor keynotes registration spreadsheet</a></p> <p><b>Annual JakartaOne Livestream - Date: Dec 6</b></p>	<p>Recommendations</p> <ul style="list-style-type: none"><li>- Look to invite JUGs, and other members to participate in the booth when we have one. Promote to them the value of conversations they can have and get them excited about sharing their experiences.</li></ul> <p>Livestream event results:</p> <p><a href="#">JakartaOne Livestreams Report + Celebration Tech Talk (2022) - Google Slides</a></p> <p>EclipseCon</p> <ul style="list-style-type: none"><li>- attendance - will create a spreadsheet to track in person and virtual</li><li>- Jakarta EE reception?</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 <ul style="list-style-type: none"> <li>- Interested to have the event-talked to Tanja at Devnexus</li> </ul> </li> <li>- <b>German - June 30</b></li> <li>- <b>Chinese - August 31</b></li> <li>- <b>Japanese - Sept 16</b></li> <li>- <b>Portuguese Sept 29</b></li> </ul> </li> </ul> <p>Look at more engagement in Chinese Jakarta EE community</p>	
<p><b>Collateral Backlog</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Link</a></li> </ul>	<ul style="list-style-type: none"> <li>- <b>Review and assign owners</b> <ul style="list-style-type: none"> <li>- Large number that were brought over from Jakarta website</li> <li>- Please review and update as you are able.</li> </ul> </li> </ul> <p>Review for organizational categories, is the issue still valid. Consider using the Project (Kanban like) boards from GitHub.</p>
<p><b>Q2 &amp; Q3 priorities - review</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Document link</a></li> </ul>	<p>Are there any updates needed for Q3? Do we need to move a Q2 priority into Q3?</p> <p>Document updated to reflect transition from Q2 to Q3</p> <p>Bring up to the steering committee/Platform committee - Launch the technical survey on specification direction for Jakarta EE</p>