

Jakarta EE Marketing Committee Meeting - July 8, 2021 (09:00 AM)

<p>Attendees: 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>Eclipse Foundation: Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation) Thabang Mashologu (Eclipse Foundation)</p>
<p>Current Projects</p> <ul style="list-style-type: none"> - Q2 Priorities (PPT link, spreadsheet) <ul style="list-style-type: none"> - Create program to attract contributors and promote to committers - Create program to highlight/reward contributors based on contribution - Collateral Repository - Why Jakarta EE (Roadmap) content - JakartaOne Livestream - Case Studies (form) - SEO & member site updates - Jakarta EE Website redesign (go live start of Q2) - New Communities + localization <ul style="list-style-type: none"> - Chinese (in process) 	
<p>Action Items:</p> <ul style="list-style-type: none"> • • 2021-04-08: Look at archiving marketing email (Ed to create bugzilla enhancement request) • 2021-06-17: Invite webdev team to July 8th meeting to discuss timeline and help needed. (Karen) • 2021-07-08: Set up tech talk for website update (Chris to deliver) • 2021-07-08: Event follow up - Karen (Devoxx France); Neil (Devoxx BE); Neil (j4k.io) 	<p>Completed:</p> <ul style="list-style-type: none"> • 2021-03-25: All - promote JakartaOne Livestream Russia (see link below) • 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - March 18th will be the meeting • 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness • 2021-02-25: All - Review and provide comments on Github issue for website re-design and announcements section meeting conclusions

	<ul style="list-style-type: none"> • 2021-03-25: Melissa - Create a document to save themes and best practices from github issues (link to folder) • 2021-03-25: All - use social kit content to help promote Developer Survey (starting April 6) • 2021-03-25: All - determine theme for Kubecon presence • 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation • 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one • 2021-04-08: Cesar - Kubecon - Booth participation - make available for community; JUGs; (Cesar to draft a brief statement about request) - link to document - • 2021-02-11: Neil - Get Katacoda pricing information and policy information • 2021-05-06: Karen to provide a couple of options for J4K.io that don't involve a booth • 2021-05-06: All to promote Developer Survey (extended to May 31) Link to social kit for promotion and Link to Developer Survey member specific URLs (second tab) • 2021-05-06: All - provide quotes and blog posts/articles for 9.1 release by May 14 • 2021-05-06: Neil to set up review of Skills Network Labs environment and Badging proposal • 2021-05-06: Neil to provide steering committee a heads-up on badging proposal • 2021-02-11: All - update progress report for week (Progress Report) • 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one • 2021-04-08: Karen/Neil - update Q2 priorities and Q1 report
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - July 22 - 11:00 EDT - August 5 - 9:00 EDT - August 19 - 11:00 EDT 	
Approval of the previous mtg minutes (2 mins)	Approved

<p>Reporting to/from Steering Committee (5 mins) (Neil)</p>	
<p>JakartaEE Website Development Update:</p> <ul style="list-style-type: none"> • May 1st WebDev began development • Breaking project into next 2 quarters <ul style="list-style-type: none"> ○ Header/Footer and style done quickly to refresh the site ○ Incremental updates to individual pages • Review - Github issue • Request is for community support to work through identified activities and accelerate delivery. We would set up sprints with structure and checkpoints 	<ul style="list-style-type: none"> - Chris shared Github issue #1236 for tracking high level design discussion - Q3 - Template and Homepage <ul style="list-style-type: none"> - Make the overall site and pages look and feel the same but with the same content - Q4 - Core page updates <ul style="list-style-type: none"> - Community involvement in doing page updates once the new template and css are available. - Question about site update documentation - some exists but Chris and team looking at CMS for the site that would help with site update requests by marketing team - Moving JakartaBlogs.ee to jakarta.ee #1037 issue discussed as needing to be part of the update. CMS may help with this. - Chris happy to do a lunch-and-learn for people to ramp-up on how to do the updates. - put as a Jakarta tech talk.
<p>Events - Event list</p>	<p>Devoxx France - Karen to get sponsorship information Devoxx BE - Neil to get sponsorship information J4k.io - Neil to follow up with Cesar about October event</p>
<p>Review 3Q Priorities</p> <p>See slide 12 of the Jakarta EE Program Plan</p>	
<p>JakartaOne Livestream schedule (link)</p> <ul style="list-style-type: none"> - December 7 - main event - Aug 21 JakartaOne Livestream - Turkish - Sept 29 JakartaOne Livestream - Portuguese - Oct 1 JakartaOne Livestream - Spanish - Need vendor specific talks added to the schedule 	
<p>Jakarta EE Badging Proposal (5 minutes - Neil)</p> <ul style="list-style-type: none"> - Need to provide details and budget information to steering committee 	

<ul style="list-style-type: none"> - Jakarta EE Badging presentation link - align around release 10 	
<p>Elections</p> <ul style="list-style-type: none"> - Coming soon - Committers and participant member representatives 	
<p>Article proposal (Tanja - 5 minutes)</p>	<ul style="list-style-type: none"> - Request to members to write content explaining how Jakarta EE is related to offerings (running on their platforms and others) <ul style="list-style-type: none"> - Eg. Jelastic running Jakarta EE workloads - link - Payara - Oracle - IBM - Eclipse Foundation article featuring cross platform Jakarta EE support (relevance in Cloud era)
<p>Github issues best practices (10 minutes - Melissa)</p> <ul style="list-style-type: none"> • Review document to save themes and best practices from github issues (link to folder) • Link to document 	<ul style="list-style-type: none"> - Cesar - recommendation to interact with the submitter to ensure the content is channeled to the right place and make consistent with other items of the same type - All - please review the document and provide any additional insights.
<p>Content issues</p> <ul style="list-style-type: none"> - Review current content submissions - Link to Best Practices document 	<p>All - review open tickets</p>
<p>Case Studies (Karen - 5 minutes)</p> <ul style="list-style-type: none"> - Members to “raise their hand” using the form to kickstart the process - New Slide about request (link) - Explore end-user experience of moving to/use Jakarta EE in production with their applications - Likely initial migration stories might focus on namespace change - experience or new apps and value of Jakarta and the evolution of Java - Case Studies (form) 	
<ul style="list-style-type: none"> • Jakarta EE Wikipedia page (5 minutes) <ul style="list-style-type: none"> • Marketing committee to review and help with updating the content doc • Schedule a working session 	

