Jakarta EE Marketing Committee Meeting - November 17, 2022 (11:00 ET)

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
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)	
David Blevins (Tomitribe)	
Valentina Kovacic, (Payara Marketing Director)	
Priya (Payara)	

Current Projects	
Q4 Priorities	

Current Projects

Q4 Priorities
- 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

Ongoing Priorities
- [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
- 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.	
Action Items: ● **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	**Completed:** ● 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 - November 17 - 11:00 a.m. ET - December 1 - 11:00 a.m. ET - December 8 - 11:00 a.m. ET	Should we meet on the 24th so we can review the marketing budget? - Move to the 1st of December to ensure we have broad participation in the discussion
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	- No meeting

Translation services - Priorities ([document](#)) - Translation is for the written content - Need to get design support (agency) for the graphics	- Reaching out to the agency that did the eBook and whitepaper to do the artwork - No additional charge for this work - Working on training path and new getting started for 2023 - how will the current translation work be impacted? Should we hold off on this specific element. (tutorials) - Tutorial page is separate from the getting started.
2023 Planning - Approved marketing plan ([link](#)) - Approved program plan ([link](#))	- Awaiting budget information
2023 - Event sponsorship proposal ([link](#)) - Track sponsorship at key event(s) - DevNexus contract signed - [CFP site](#) updated	- CFP extended to the 22nd of November
JakartaOne Livestream **Vendor keynotes registration spreadsheet** **Annual Livestream - Date: Dec 6** **Registration is open**	- Getting close to the registration amount from 2021 - Agenda is live - Please share this tweet https://twitter.com/JakartaOneConf/status/1592963213846630401 -

Social Media
- [Mastadon Social](#) - should we create a Jakarta EE account?
	- Are members creating Mastadon Social accounts?
	   - Payara - created account - taking it slow
	     - Worth having a profile and promoting
	   - IBM - OpenLiberty and WASDev accounts
	   - Tomitribe - looking into it
	   - Eclipse Foundation - created one but no working groups
	   - Oracle - nothing official yet
	- Should Jakarta EE create an account?
	   - Not much to lose with creating one?
	   - Where should we create it - distributed server system
	   - General agreement it can't hurt

2023 - Events - What events are members planning on sponsoring? - [Event list](#)	- Add your events into the spreadsheet
Content (Shabnam) Why Jakarta EE - [Video](#) and [page](#)	Review video and page and make recommendations - Add bar with the 4 areas as navigable exec summary (Neil)

- [Github issue](#)	Looking to launch after the JakartaOne Livestream on December 7th to have content that takes us through into the new year.
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- Spec documents and video scripts
- Starter Project
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	- Explanation write-up on 7 specs has started, [video scripts](#) will be extracted from those [write ups](#)
	    - [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](#)
	    - 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

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- 2022 Developer Survey- - **Timeline** - **October Community Newsletter: Dedicated to Jakarta EE**	

	- Video booth at EclipseCon
	    - 9 interviews but multiple topics so we expect to create 17 videos total from the interviews.
	    - Raw rootage received;Shabnam has reviewed and suggested initial edits
	    - Look at using clips for social promotion throughout the year.

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- **Tech Talk-**
    - **[Sign up sheet](#)**
    - **[Sign up sheet](#) result**
    - **[Scheduled talks](#)**
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	● **Developer Survey [report](#): (as of November 9)**
	    ○ 22,625 pageviews,
	    ○ TOTAL FORM SUBMISSIONS: 1394
	    ○ NEW CONTACTS: 1193
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	- 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](#)
	    - 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.
Limited Edition Contributors SWAG - Discuss wording/phrase to use on the item - Finalize by November 17 - Sending to 32 contributors to Jakarta EE Specification Projects	Phrase? - "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" Decision to go with a US distributor and pay the shipping costs.