

Jakarta EE Marketing Committee Meeting - February 25, 2021

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2lIpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000

<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 Fydorenchyk (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">- Q1 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"> • 2021-02-11: All - update progress report for week (Progress Report) • 2021-02-11: Karen - Update Progress report with page for links and content sharing. • 2021-02-11: Neil - Get Katacoda pricing information and policy information • 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run • 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness • 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation • 2021-02-25: All - Review and comment on Technical Whitepaper DRAFT is ready for review/input • 2021-02-25: All - Provide input/comments by March 5 to the 2021 Jakarta EE Developer Survey. • 2021-02-25: All - Review and provide comments on Jakarta EE & MicroProfile Joint Messaging Document • 2021-02-25: All - Review and provide comments on Github issue for website re-design and announcements section meeting conclusions • 2021-02-25: All - Read blog post and provide input to Survey on Cloud Native Java 	
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Agenda	Minutes
General discussion (2mins)	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	<ul style="list-style-type: none"> - Jakarta EE 9.1 - March 25th still on track - Need to review Joint Jakarta EE and MicroProfile Steering Committee messaging doc and provide input (see below) - Reviewed Q1 priorities and actions (link)
<p>Determine process for working session decisions (5 minutes)</p> <ul style="list-style-type: none"> - Bring conclusions and recommendations to full committee 	<ul style="list-style-type: none"> - Log that the meeting happened and provide a review of the information covered - take minutes - Share the recording for those who can't attend - Recommendations and decisions brought to this meeting for ratification.

<p>meeting for review and approval of any decisions</p>	
<p>Event Participation discussion (5 minutes - Karen)</p> <ul style="list-style-type: none"> - What events are members participating in and what level of participation should Jakarta EE team have? - Discuss effectiveness of virtual booths and any additional value-add ideas for events. 	<p>[KubeCon: in 2020 it was \$7K and 554 leads] Refer to the plan and specifically, slide 16. Budget is \$30K for 2021 for events. Already participating - Payara (no), IBM (yes), RedHat (yes) Eclipse will renew for this event</p> <p>Virtual Booth effectiveness</p> <ul style="list-style-type: none"> - John - not seeing very active engagement at most online events - Cesar - need to determine KPIs - Invite JUGs to participate in the booth - Alternate activities - Q&A sessions (“Ask the Experts”); Scheduled Live Demos; - Need to promote alternate activities <p>Action - Karen to explore further for upcoming events Action - Karen to add tab to Reporting spreadsheet to cover event participation</p>
<p>Technical Whitepaper status (Karen - 20 seconds)</p>	<p>DRAFT is ready for review/input, following internal and SMEs review.</p> <p>Action: All - review and provide feedback</p>
<p>Compatible Implementations - news (Tanja - 2 min)</p> <ul style="list-style-type: none"> - Amplify the message about adoption of Jakarta EE namespace 	<p>Leadpony Joy 2.1.0 release https://twitter.com/JakartaEE/status/1364658240546570244</p> <p>Action: All - amplify message about adoption</p>
<p>2021 Developer Survey (Karen - 5 min) The time has come once again for us to begin the launch/plan for the 2021 Jakarta EE Developer Survey. As such, your survey review and input is requested at this time.</p> <p>For your reference, please refer to the Jakarta EE Developer Survey Timeline, which outlines the important dates for this survey.</p>	<p>Action: All - Provide feedback on 2021 survey by March 5th</p> <p>KPI - check on survey results number - 2k+; promotion will be key</p>
<p>Jakarta EE & MicroProfile Joint Messaging Document Review (10 minutes)</p> <ul style="list-style-type: none"> • https://docs.google.com/document/d/1NTaMjROOS3gley0Czoa3yrla6dWiKVMcUQ4rQtwL3m4/edit?usp=sharing 	<p>Action: All - provide comments</p>

<ul style="list-style-type: none"> • The group recommended sharing the messaging proposal publicly with both communities for input and feedback. We expect updates and recommendations from Marketing Committees. Our goal is to have a final joint messaging proposal for endorsement by each Working Group in 4 weeks. • Date: March 15th, 2021 Method: Tweet with image via @JakartaEE and @MicroProfileIO • The Jakarta EE Marketing Committee will review the messaging doc 	
<p>Q4 2020 Jakarta EE Marketing Operations Report - Q&A (Karen) (10 minutes)</p> <ul style="list-style-type: none"> • https://docs.google.com/presentation/d/13IMUc7EkOVyX3X1b36bJJ-kX_IFsJnhHdkSnc-5lpms/edit#slide=id.gbb658bd4a9_0_6 	<p>Deferred Q&A to next meeting</p>
<p>Review website re-design and announcements section meeting conclusions. (10 minutes)</p> <p>-</p>	<ul style="list-style-type: none"> - Site update review <ul style="list-style-type: none"> - Add to Github Issue to track comments and design input - Potential for carousel at the top which would scroll and highlight - Reduce the header size - Increase static content on the page to ensure we have enough for SEO value - Potentially move away from stock images if possible - Ensure still in format that easily supports translation - Specs page - search and sort is great <ul style="list-style-type: none"> - Add search on active, evolving - Change “Jakarta Specifications” to “Component Specifications” to avoid confusion about the top specs not being Jakarta specs. <ul style="list-style-type: none"> - Add click of the Spec header to take you to the spec summary page - eg. https://jakarta.ee/specifications/authorization/ <ul style="list-style-type: none"> - Make searchable on higher level versions (eg. Jakarta EE 8) - Compatible Products <ul style="list-style-type: none"> - Need to clarify the role and meaning of the dropdown - Could we show the latest version information as the default int the dropdown? <ul style="list-style-type: none"> - Rather than certification results, could the button take people to the download? - Do we need a similar page to Compatible Products for Tools Vendors? - Meet on the 4th to review GitHub issue and David’s presentation <ul style="list-style-type: none"> - Stats review (David) 10 minutes

	<ul style="list-style-type: none"> - Announcements Reviews (David/all) 10 minutes - Github Issue review (15 minutes) - Agreement on Design completion and move to implementation (5 minutes)
<p>Survey on Cloud Native Java (5 minutes)</p> <p>From Tanja's email:</p> <p>Emily Jiang led the effort in organizing the initial document and Reza Rahman has published a blog summarizing input from the participants .</p> <p>We ask of you is to please provide your thoughts in this survey. Please refer to the blog for the context and analysis of the presented options.</p> <p>Survey: https://www.surveymonkey.com/r/5DQYHYB</p>	<p>Action: All - please read the blog and take the survey</p>
<p>Member Activity Tracking Requirements Progress Report (Neil - 5 minutes)</p> <p>All Members must provide ongoing information about their support for Jakarta EE promotion</p>	<ul style="list-style-type: none"> - Enable posting of links to content for other members to share - Driver is to improve the amplification and SEO value
<p>Q1 Events (2 minutes)</p> <ul style="list-style-type: none"> - DevNexus - booth duty https://docs.google.com/spreadsheets/d/18b2rHLMkwa6hFH2txNp_LdQy1WVeK0QXdEySCjgjfY/edit#gid=0 	<ul style="list-style-type: none"> - Need retrospective to decide if virtual booth is valuable.
<p>Why Jakarta EE landing page/experience (Ed) (10 mins)</p> <ul style="list-style-type: none"> ● Working Document link can be found here ● In the Steering committee Ivar made a quick plea that we have a road-map for Jakarta EE. I think the Marketing committee could take some part in putting this together. I would like to hear other members thoughts. My recommendation would be that we take responsibility for soliciting and acquiring roadmap thoughts/ideas/directions from the API and possibly even associated implementation teams -- then we package it into something that has consistent look/feel. I would further propose that we regularly solicit for updates to this roadmap (2x per year, maybe more often if things are evolving more rapidly). In this way, we are providing a consistent and easy 	<ul style="list-style-type: none"> - Discussed view that much of the intent of the page/experience should be integrated into the website design as has been done to some extent on the Jakarta EE 9 Launch page. - Need to investigate the use of hosted platforms for supporting a hands-on experience. (Neil to investigate KataCoda and others).

reference overview that describes where Jakarta EE is going. <ul style="list-style-type: none">• Updates on value proposition doc-Ed?	
Quarter by Quarter plan review (10 minutes) - link	
<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	