Jakarta EE Marketing Committee Meeting - September 2, 2021 (11:00 AM)

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
Cesar Hernandez (Tomitribe)	Karen McNaughton (Eclipse Foundation)
Ed Bratt (Oracle)	
Melissa Jacobus (Oracle)	Thabang Mashologu (Eclipse Foundation)
Dominika Tasarz (Payara)	
Jadon Ortlepp (Payara)	
Eric Meng (Primeton)	
Dan Bandera (IBM)	
Jonathan Gallimore (Tomitribe)	
John Clingan (Red Hat) (on PTO)	
Ryan St James (Tomitribe)	
Tetiana Fydorenchyk (Jelastic)	
Otavio Santana (Committer Rep)	
Current Projects	
- Q3 Priorities ([PPT link](#), [spreadsheet](#))	
- Jakarta EE 2021 Developer survey report & promotion	
- Jakarta.ee website development completion	
- Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation	
- Jakarta EE & MicroProfile marketing synergy (align strategy as appropriate)	
- Build out theme and strategy for events	
- Collateral Repository	
- Why Jakarta EE (Roadmap) content	
- JakartaOne Livestream	
- Case Studies ([form](#))	
- SEO & member site updates	
- Jakarta EE Website redesign (go live start of Q4)	
- New Communities + localization	
- Chinese (in process)	

Action Items:	**Completed:**
2021-07-08: Set up tech talk for website update (Chris to deliver) 2021-09-02: Set up "training" on platform for speakers in upcoming Livestream calls (Shabnam) 2021-09-02: Set up discussion with Paul W for 09-09 on budget requests (see below) (Neil/Shabnam) 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam) 2021-09-02: Review website mock up (All)	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 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

	● 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: Event follow up - Karen (Devoxx France); Neil (Devoxx BE); Neil (j4k.io) ●

Agenda	Minutes
General discussion **(2mins)**	

Upcoming Meetings
   - September 16 - 11:00 EDT
   - September 30 - 11:00 EDT
   -	

Approval of the previous mtg minutes **(2 mins)**	- Need to clarify the two events J4K.io and JConf.dev sponsorships - make sure rationale is included going forward. - Approved

Reporting to/from Steering Committee **(5 mins) (Neil)**	- Release 10 - platform and web profile release plans completed
	   - Core profile release plan approved and being made more visible and accessible.
	   - Scott Stark (RH) designated release lead
	   - Targeting 1Q2022
	- Default patent licence - "Implementation Patent License" - vote passed
	   - Projects that take the default need no further approvals
	   - Projects using a different option require majority approval from steering committee
	- Unallocated funds usage proposal - Eclipse Foundation - see below

Funds usage proposal - Eclipse Foundation - discussion on what we should convey to the Steering Committee:
   1. **Badging program scoping**. As I indicated in my email on August 17, we are proposing to allocate $25,000 to enable the Foundation to develop and define a potential Jakarta EE badging program. The funds will be used by the Foundation to carry out research and engage with industry in this work. As I had noted earlier, the targeted
	- Generally
	   - Proposals should have come to our committee first and then through us to the steering committee as recommendations.
	   - *** setup off-week working session with Paul on this.
	- Badging
	   - Jonathan - based on last badging discussion, is the funds discussion premature; do we need to have it nailed down in more detail?

outcome would be to develop a proposal for the Steering Committee to consider that outlines a potential badging program, including an estimate of both start-up and ongoing costs and potential outcomes.

2. **Jakarta.ee website enhancements**. Recall the proposed 2021 budget originally had $40,000 allocated to enable the Foundation to carry out significant enhancements to the Jakarta EE website. Some initial design had been done in 2020, but at the time the Steering Committee held off on including the website enhancements in the budget "as a precaution" in case new priorities arose. The allocation of the remaining $31,000 in funds will enable us to do the bulk of the intended work in 2021. While less than the original $40,000 earmarked, we believe we can complete most of the intended enhancements based on this allocation by year end.

- Proposal is to have the funds to do the research into the effort and resources required.
- Would be valuable to know how the research would be done - contract? Outcomes? How can we use the data for decision making?
- Go back to Paul to get clarity of scope of research
    - Cost and budget required for program
    - Logistics in administration and creation of badges
    - Community engagement and support opportunities
- Website
    - Currently set up to enable community contributions; should we move forward with this as opposed to potential hiring of contract resources?
    - Should have come through marketing committee rather than directly to the steering committee?

Review Initiatives and Results (link)
- Reconfirm planning and reporting structure - quarterly
- Set priorities and organization works against these

- **What metrics/data do we have or need to support our decision making on strategy and execution going forward?**

- Content creation
    - articles and blogs created around key topic areas
    - Content types and topics for created pieces
    - Tracking of community members content vs paid for content - need to have these tagged?
    - Performance metrics (see slides 12-13 in report)
        - Views, social sharing, impact of content pieces
        - Break out by org?
        - Newsletter open rates
    - Look at what topics/specs have traction and what we could do to promote others
    - Look at member activity that is performing well and do more of it.
- Events
    - Leads, contacts engaged, email follow up (open rates)
    - Booth traffic
    - SWAG giveaways
    - Questions - survey

	- Website
	  - SEO
	    - Keyword research optimization, monitoring
	    - *** book a new time for Kristy to report
	  - Metrics on website and references (backlinks, etc)
	  - Priorities for site updates (maintenance vs new activity)
	  - Metrics on github activity related to the website
	- Research Groups/Subscriptions
	  - Value to the group
	  - Trends and data on key topics
	  - Leverage in speaking slots, content

Jakarta EE 2021 Developer survey report & promotion (**Timeline for promotion**) - **Review draft PR** - **Social Kit to promote** - **Open ended questions - spreadsheet with responses**	Please review the draft PR and provide feedback before September 14th to Shabnam Open ended questions/responses are also available for review
Jakarta.ee website development completion (Shabnam - 5 minutes) - Current status - **The current state of this project can be seen here:**	- Review mockup and status - Schedule time with Chris at end of quarter for comprehensive review.
Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation - content explaining how Jakarta EE is related to offerings (running on their platforms and others)	
Jakarta EE & MicroProfile marketing synergy (align strategy as appropriate) - **Jakarta EE & MicroProfile Messaging Doc - link** - **Common messaging?** - **Common event strategy?** - (see next item - theme and strategy)	
Build out theme and strategy for events - **Suggest theme is aligned with our focus on cloud-native: "Jakarta EE as a reliable, trusted platform for cloud-native innovation"** - **How do we ladder up activity from livestreams to 3rd party events?** - **What is our message to all**	CN4EF day on 11 October-one day virtual event. Will invite one or two speakers from the Jakarta EE WG to talk. If members are interested, we can add a panel discussion session so that more members can participate

audiences who attend? - **What content, graphics, templates, etc. do we want to consistently leverage to promote our theme?** - Common objectives and process for livestream events ([current](#)) - Common objectives and process for 3rd party events? **KubeCon - October 11-15 (virtual booth)** 　　　　● **[CN4EF day](#) at KubeCon** **JConf.dev - December 8-10 (f2f)** **JakartaOne Livestream in Turkish** **Report-21 August**	
Trends & Directions in the Market - Review any new trends - Topics to pursue	