

Jakarta EE Marketing Committee Meeting - July 29, 2021 (11:00 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: Shabnam Mayel (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 Q4) - New Communities + localization <ul style="list-style-type: none"> - Chinese (in process) 	
<p>Action Items:</p> <ul style="list-style-type: none"> ● 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 ● 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) ●
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Agenda	Minutes
General discussion (2mins)	

<p>Upcoming Meetings</p> <ul style="list-style-type: none"> - July 29 - 11:00 EDT (Normal) - August 5 - 11:00 EDT (Badging) - August 19 - 11:00 EDT 	
<p>Approval of the previous mtg minutes (2 mins)</p>	
<p>Reporting to/from Steering Committee (5 mins) (Neil)</p>	<p>-</p>
<p>Review the 2021 Jakarta EE Developer Survey Findings (10 minutes)</p> <ul style="list-style-type: none"> - Review the report and submit any comments before July 23rd, per our timeline tracking sheet. - Provide quotes to be used in promotion of the Report - Deadline 10 August (see tab in spreadsheet) - Share findings through social and other channels 	<ul style="list-style-type: none"> - Review the timeline and reminder about the quotes
<p>Review the Q2 Marketing Operations Update - Karen (20 minutes)</p>	
<p>Review Livestream schedule and concerns (Shabnam - 10 minutes)</p> <ul style="list-style-type: none"> - December 7 - CFP Open <ul style="list-style-type: none"> - Social Kit to promote - Aug 21 JakartaOne Livestream - Turkish - Sept 29 JakartaOne Livestream - Portuguese - Oct 1 JakartaOne Livestream - Spanish - Need vendor specific talks added to the schedule 	<ul style="list-style-type: none"> - Address concerns raised in email thread. - Community driven for the most part - reach out to Tanja or Ivar - Best practices for these events <ul style="list-style-type: none"> - Suggestion to use the public mailing list for pushing information and reviews - Requests come in through issue submission - available for all to review - Marketing committee should have influence over agenda and theme <ul style="list-style-type: none"> - Should play a role as oversight for these Livestream events
<ul style="list-style-type: none"> • Events - Event list <ul style="list-style-type: none"> ○ Devoxx UK? ○ JCONF.dev, info ○ Devoxx BE update (Neil) ○ J4K.io update (Neil) ○ Devoxx France update (Karen) 	<ul style="list-style-type: none"> - Devoxx BE is on hold until end of August at which time a decision will be made on holding a in-person or hybrid event. - Devoxx France - limited sponsors and are not accepting any more for this year. <p>Please review the J4K.io and JCONF.dev information. We need to allocate the remainder of our 2021 event budget to either or both of these.</p>