

Jakarta EE Marketing Committee Meeting - September 16, 2022 (11:00 ET)

<p>Attendees: Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Cesar Hernandez (Tomitribe) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep</p> <p>David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects</p> <p>Q3 Priorities</p> <ul style="list-style-type: none">- Deliver the report of the 2022 Developer Survey- Launch the technical survey on specification direction for Jakarta EE (Otavio, Ed, Emily)- Create contribution resources for developers and architects to justify engagement to their IT decision makers- deliver "Why Jakarta EE" (Otavio)- deliver "IT Decision Maker content" (Neil) <p>Ongoing Priorities</p> <ul style="list-style-type: none">- 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	

<p>committers and new contributors social channels and on the community news section of the Jakarta EE website.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> ● 2022-03-31: Jakarta EE 10 Launch (All) ● 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 	<p>Completed:</p> <ul style="list-style-type: none"> ● 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)

Agenda	Minutes
General discussion (2mins)	- Reminder that elections are happening. Nominations close Friday, September 16
Upcoming Meetings <ul style="list-style-type: none"> - September 22 - 11:00 a.m. ET (SEO working session) - September 29 - 11:00 a.m. ET 	<ul style="list-style-type: none"> - Working session (SEO) <ul style="list-style-type: none"> - Look at expanding the tracking and analysis to the Chinese pages
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins)	<p>2022-09-13 - Steering committee meeting</p> <p>Jakarta EE 10</p> <ul style="list-style-type: none"> ● Component specs “Done”: 29 (all component specs done) <ul style="list-style-type: none"> ○ Platform specifications ● Jakarta EE Core Profile 10 - Done ● Jakarta EE Platform Specification 10 - approved

	<ul style="list-style-type: none"> ● Jakarta EE Web Profile 10 - approved <p>Additional Funds</p> <ul style="list-style-type: none"> ● https://docs.google.com/spreadsheets/d/1BUAb3pAD-4n8B6oeVzwb40XZtr_vDhXnG5jWju2xpWQ/edit#gid=2138727586 <ul style="list-style-type: none"> ○ \$12K for swag and shipping ○ \$10K for specification videos ○ \$3K professional video production at EclipseCon. ● Additional funds to be allocated <ul style="list-style-type: none"> ○ \$10.5K from new members <ul style="list-style-type: none"> ■ NEC Corporation ■ Shenzhen Ping An Communication Technology Co.,Ltd
<p>Additional Funds utilization</p> <ul style="list-style-type: none"> - 2 New membership providing new funds - Steering Committee Contingency funds of \$12k - Link to planning spreadsheet 	<ul style="list-style-type: none"> - Additional \$10.5k from these two new members + \$12k from Steering Committee <ul style="list-style-type: none"> - Shenzhen Ping An Communication Technology Co., Ltd - NEC Corporation <p>Consensus from steering committee to move these further with prioritization as below. Bring back proposal with funding requirements to next SC meeting.</p> <ul style="list-style-type: none"> ● Translation services: do we need to hire professional translators or community members will help? <ul style="list-style-type: none"> ● Propose Content - link ● Learning tracks - Provide a compelling, easy to use getting started experience <ul style="list-style-type: none"> ● 2. presentation and consolidation of existing tutorials and similar from documentation ● 3. Content for the videos (Updates on Specs) ● Create limited edition contributor swag for every major Jakarta EE release? Something like "I built Jakarta EE 10" (David Blevins) <ul style="list-style-type: none"> ● How many contributors? ● Do we make this part of our plan for 2023? ● Others

	<ul style="list-style-type: none"> • Look at any blockers for consumption of Jakarta EE and provide blogs/videos on removing these blockers • Look at the use cases, configurations that are common and provide guidance on how to achieve success (implementations can indicate how they support) <p>Notes:</p> <ul style="list-style-type: none"> - Eric and Emily looking at content that should be translated - Chinese community surveyed about the Livestream and content they would like to see - Explore technology trends (see Gartner report) - Should also look at Spanish, Portuguese, French? - InfoQ - close Portuguese version since English was seen as the primary language, even in Brazil - Look at “Getting Started” resources as a potential for more complete translation - Resources like Whitepapers, less detailed technical assets (little to no code) - Goal - Attract new developers to Jakarta EE - “Why Jakarta EE” resources are important to get new people engaged - Look at general content to be translated, prioritized based on search volume - Create table for assets, priorities, audience (link) <p>Improving our learning tracks for “getting started” using Jakarta EE</p> <ul style="list-style-type: none"> - Goal - get to a proposal with mockup that allows us to determine a way forward - Ensure we have early and regular input into the content and process
<p>Release 10 Planning</p> <ul style="list-style-type: none"> - Timeline (link) - Messaging Document - Steering Committee version (link) <ul style="list-style-type: none"> - Marketing version (link) - Updated release image - Jakarta EE 10 release page issue - Vendor support 	<p>Recommendations:</p> <ul style="list-style-type: none"> - Use September 22nd as the launch date for Jakarta EE 10 - All blog posts should go out on the 22th (provide links) - <p>Jakarta EE 10 Release Videos:</p> <ul style="list-style-type: none"> - Main Jakarta EE 10 Influencer video - Now 8 Jakarta EE 10 individual video interviews - Release image video - New video recently added.

	<p>Link to Social Kit for members to promote-will be updated with more content as we go</p> <ul style="list-style-type: none"> • Zoom and linkedin backgrounds added to the social cards • Social kits are evolving so please review. <p>Landing page is in staging-Github issue here</p>
<p>Content for the updates around Specs video (additional budget approved)</p>	<p>First draft-content</p> <ul style="list-style-type: none"> -need ownership and follow up with technical project teams to develop proper content for the videos
<p>Technical Developer survey (Otavio, Ed, Emily)</p> <ul style="list-style-type: none"> - timeline and launch plan 	<ul style="list-style-type: none"> - need to work with project teams to form the question - need to come up with a timeline and launch plan <p>Notes:</p> <ul style="list-style-type: none"> - Goals <ul style="list-style-type: none"> - Can help influence the content of Jakarta EE 11 - Provide insight into priorities of the technical community to drive content focus - Launch Nov 1; run until mid-Dec - Share further in the Spec committee call
<p>Content (Shabnam)</p> <ul style="list-style-type: none"> - Submit News <ul style="list-style-type: none"> - Process document (link) - Rebrand of CNJ eBook <ul style="list-style-type: none"> - Social Kit Link-Please promote - Landing page preview - 2022 Developer Survey- - Timeline - August EF Community Newsletter: Desiccated to EclipseCon and Features one article around the Jakarta EE talks at ECE - Survey participation report <ul style="list-style-type: none"> - Results so far - Members should create blog post promoting survey (see timeline for signup) - Social kit - Key messaging document - Blog Series-David Kral's article published on Jaxenter - Ladislav Thon- CDI Lite published on TheServerSide - Releases page is now live - How to get involved in Jakarta EE page mockup <ul style="list-style-type: none"> - How to contribute video 	<ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - 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.

<ul style="list-style-type: none"> - How to become a committer - Blog series for spec updates - Community presentation link, Jakarta EE template deck are added to the website now, virtual zoom backgrounds - Tech Talk- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks - Update content on some of the webpages based on SEO recommendations (FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages) 	
<p>Develop a more compelling “Starter for Jakarta EE”</p> <ul style="list-style-type: none"> - Model on the Starter for MicroProfile (link) 	<ul style="list-style-type: none"> - Part of the additional funds allocation - hire designer to help push this activity forward faster.
<p>Develop and promote a “Why Jakarta EE” page and social program</p> <ul style="list-style-type: none"> - Video - draft 	<ul style="list-style-type: none"> - Build out draft based on Messaging document <ul style="list-style-type: none"> - First draft to start with-Shabnam - Need to assign a couple of people to work through this and start the page design <ul style="list-style-type: none"> - Ed, Jadon, and Neil to take a first cut - Neil to put timeline together for this - target September <p>Members (esp. Neil & Jadon) please provide comments by this meeting in two weeks.</p>
<p>SEO working session on 22 Sep With the help of Kristy (SEO agency) we have been trying to find and fix an issue with the specification pages where they are not all being indexed properly because there are duplicate versions.</p>	<p>We need the marketing committee to help us decide what to do about some of our duplicate content issues. The same content, especially around documentation, appears in multiple places and Google is having trouble discerning what to index. Some documentation is being excluded entirely because it exists in too many places. We need guidance in how to label duplicate documentation that needs exists in multiple places to make it “unique” content so that it becomes indexable. E.g.</p> <p>https://javadoc.io/static/jakarta.servlet/jakarta.servlet-api/5.0.0/jakarta/servlet/http/HttpSession.html same content so Google is having trouble discerning what to index</p> <p>https://jakarta.ee/specifications/servlet/4.0/apidocs/javax/servlet/http/httpsession</p>

	<p>Or</p> <p>https://jakarta.ee/specifications/annotations/1.3/apidocs/javax/annotation/postconstruct</p> <p>https://eclipse-ee4j.github.io/common-annotations-api/apidocs/javax/annotation/PostConstruct.html</p>
<p>Create content targeting IT Decision Makers to drive executive awareness</p> <ul style="list-style-type: none"> - Neil to own 	<ul style="list-style-type: none"> - Looking to deliver in 3Q2022 - need to draft an outline and leverage to release 10 rollout
<p>Q2 Marketing Operations Update-please review and provide feedback on the deck by Jul 28, 2022</p>	<ul style="list-style-type: none"> • Members, please review the progress to date. We will go through this next meeting and try to lay out goals for the remainder of the year. Perhaps add more Give-Aways.
<p>Case Studies</p> <ul style="list-style-type: none"> - Jakarta EE ambassadors - Member submitted 	<ul style="list-style-type: none"> - Need to come up with actual end-user case studies to show Jakarta EE in production - Otavio - writing one now - end of July - Neil - blog series with client (will work on case study support) - September target
<p>Event Planning - 2022</p> <ul style="list-style-type: none"> — FOSDEM (Feb 5-6) — JavaLand (March 15-17) <ul style="list-style-type: none"> — Table in the usergroup cafe- need help staffing: No need for any advanced scheduling or formal sign ups. Just pop in if present at the event — Map — Hours — DevNexus (April 12-14, Atlanta) <ul style="list-style-type: none"> — we've been offered a free booth: booth sign up sheet — DevOxx UK (May 11-13) — JNation (June 7) — JBCNConf (July 18-20) <ul style="list-style-type: none"> — We are offered a 1*2m space in the community stand for a table and a rollup need to cover the booth for 9-18hrs - JConf.dev (September 24-26, Chicago) - DevOxx BE (October 10-14) - JavaOne (October 16-20, Las Vegas) <ul style="list-style-type: none"> - Should we do a reception? - EclipseCon 2022 (October 24-27, Ludwigsburg) - W-Jax 7-9 Nov (end user perspective) <p>JakartaOne Livestream</p>	<p>Recommendations</p> <ul style="list-style-type: none"> - Look to invite JUGs, and other members to participate in the booth when we have one. Promote to them the value of conversations they can have and get them excited about sharing their experiences. <p>Livestream event results: JakartaOne Livestreams Report + Celebration Tech Talk (2022) - Google Slides</p> <p>EclipseCon</p> <ul style="list-style-type: none"> - Interview schedule - Need members to determine who we should ask to participate in the video interviews (additional budget allocated for this) - Community Day - track for Jakarta EE - Jakarta EE reception - IBM will sponsor <p>JConf.dev</p> <ul style="list-style-type: none"> - Recommended - sponsor the Happy Hour (\$3k) - <p>Livestreams:</p>

<p>Vendor keynotes registration spreadsheet Annual JakartaOne Livestream - Date: Dec 6</p> <p>JakartaOne Livestream(s)</p> <ul style="list-style-type: none"> - Results Deck - Look at localization expansion <ul style="list-style-type: none"> - Eg. China - Possible interested areas <ul style="list-style-type: none"> - Spanish <ul style="list-style-type: none"> - Interested to have the event-talked to Tanja at Devnexus - German - June 30 - Chinese - August 31 - Japanese - Sept 16 - Portuguese Sept 29 - WW Event - December 6 <p>Look at more engagement in Chinese Jakarta EE community</p>	<ul style="list-style-type: none"> - Provide guidance on contributing - webinar walking through the process. Set up a standing presentation on this topic in each of the languages (have as a key element of the livestreams) - Results from China show the value of simulcast to more than 1 platform - need to investigate further -
<p>Collateral Backlog</p> <ul style="list-style-type: none"> - Link 	<ul style="list-style-type: none"> - Review and assign owners <ul style="list-style-type: none"> - Large number that were brought over from Jakarta website - Please review and update as you are able. <p>Review for organizational categories, is the issue still valid. Consider using the Project (Kanban like) boards from GitHub.</p>