

Jakarta EE Marketing Committee Meeting - April 2, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(8 mins)** (Neil)
- Event Planning **(20 mins)**
 - Virtual JakartaOne Livestream CN4J Day
 - May 12 (tentative)
 - Social kit for members to promote
 - KubeCon EU 2020 postponed for 13-16 August
 - Sponsoring the Booth
 - CN4J Day postponed for 13 August
 - JakartaOne Livestream- Brazil (targeting) 29 August
 - JakartaOne Livestream-annual
 - Devvxx France 2020 postponed for 1-3 July
 - Devvxx UK 2020 postponed for 24-26 August
- Jakarta EE Developer Survey **(8 mins)**
 - Open from April 6 to April 30
 - [Social kit](#) for members to promote
 - [Collectors](#)
- Cloud Native for Java Message Architecture **(10 mins)**
 - Discuss feedback from Steering Committee in the [document](#)
- The Jakarta EE Awareness SEO/PPC campaign working session **(5 mins)**
 - Working session [minutes](#)
- Working session refining the subscribe sticker **(2mins)**
- Jakarta EE Community Call on [April 8](#) **(2 mins)**
 - We need community participation
- Parking Lot for the next meeting:
 - Jakarta EE Tech talks
 - We need new speakers
 - Enabling JUGs
 - Crowdcast account for JUG meetups
 - Jakarta EE Community [deck](#) and [template](#)
 - Studio Jakarta EE youtube channel-lvar

Attendees:

Neil Patterson (IBM)

Dominika Tasarz (Payara)

Cesar Hernandez (Tomitribe)

Kenji Kazumura (Fujitsu)

Jonathan Gallimore (Tomitribe)

Ed Bratt (Oracle)

Eclipse Foundation:

Shabnam Mayel (Eclipse)

Tanja Obradovic (Eclipse)

Discussion:

- Minutes from the previous meeting unanimously approved
- Update from Steering Committee from Neil
 - Interested in Marketing activities e.g. events
 - Interested in activities to increase the Jakarta EE visibility on all of members pages
 - Evolution of Jakarta EE and MP: MP to form a WG
 - Jakarta EE 9 update: progressing, end of June might be tight, specification we need to see significant progress to have a better understanding that June is possible
- Event Planning
 - Virtual JakartaOne Livestream CN4J Day
 - Migrate the CN4J website content to livestream subpage, we can reduce the sessions to 30 mins if we hear back from members who want to add 1-2 sessions tentative date May 12. Payara already reached out.
 - KubeCon EU 2020 postponed for 13-16 August
 - Sponsoring the Booth-will go ahead with sponsoring the event
 - CN4J Day postponed for 13 August
 - Shabnam is reaching out to sponsors to determine whether still interested in sponsoring in August
 - JakartaOne Livestream- Brazil (targeting) 29 August
 - JakartaOne Livestream-annual- still targeting end of June, otherwise maybe September 16, MKT Committee to provide feedback if any.
 - Devoxx France and Devoxx UK postponed. Have not announced if we have the possibility of going virtual instead.
 - Jakarta EE Developer Survey
 - Open from April 6 to April 30-going to launch on Monday, members to
 - Suggestion from Neill: Members to take the challenge and promote on their channel to see which member has the most collected results
 - Cloud Native for Java Message Architecture
 - Discuss feedback from Steering Committee in the [document](#)
Neill's suggestion on the the message architecture: acknowledge we are not enabling multi-cloud capability, as long as we are not , we are enabling application to run on a multi cloud environment through cloud native architecture
 - The Jakarta EE Awareness SEO/PPC campaign working session
 - Working session [minutes](#): some of the MKT members participated in a working session last week, Shabnam provided so info and background on the current SEO results for key terms. Dominika and Shabnam to work on a best practices document from next week and share it with members to start implementing and

set goals to track the results. Another meeting to be scheduled next week to discuss the PPC campaign. We will report back to the steering report as there was interest from the steering committee to increase the Jakarta EE visibility on all of the members pages.

- Working session refining the subscribe sticker
 - Some of the Marketing committee members participated in a working session to refine the subscribe sticker to follow Jakarta EE branding guidelines, now the sticker is compliant with the branding guidelines.
 - We can create a slide with QR code to promote subscribing to the mailing list: [example](#)