Jakarta EE Marketing Committee Meeting - February 27, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(10 mins) (Mike D)**
- 2020 Jakarta EE Developer Survey **(15 mins)**
  - Survey review and timeline
- Event Planning **(15 mins)**
  - KubeCon EU 2020, 30 March-2 April1
    - Sponsored CN4J Day @ KubeCon EU 2020 and progress update (social media kit for members to promote)
    - KubeCon EU Booth sign-up sheet.
  - Devoxx France 2020 for 15-17 April
  - Recap of DevNexus for 19-21 February 2020
  - Recap of JakartaOne Livestream Japan 26 Feb
- Jakarta.ee website **(10mins)**
  - Process and requirements to become a maintainer
  - Jakarta.ee website RACI sheet
- Enabling JUGs **(5 mins)**
  - Find speakers for JUG Meetups each month (add to the list here)
  - "Adopt a Spec" program page is live now
- Parking Lot for the next meeting:
  - Discuss compatible products page
    - Listing the latest version of the compatible products
  - Review Jakarta EE 'Champions' requirements strawman

Attendees:

Jonathan Gallimore (Tomitribe)
Neil Patterson (IBM)
Mike DeNicola (Fujitsu)
Dan Bandera (IBM)
Dominika Tasarz (Payara)
Melissa Jacobus (Oracle)

Eclipse Foundation:

Tanja Obradovic (Eclipse)
Shabnam Mayel (Eclipse)
Thabang Mashologu (Eclipse)
Graeham Hui (Eclipse)

Discussion:

- Minutes from the previous meeting unanimously approved
- Update from Steering Committee from Mike D
- Jakarta One Livestream Japan
  - 211 registered
  - 159 attended live
  - 84 replays so far
  - Suggested that it would be useful to repeat around Jakarta EE 10 timeframe as its likely there will be more innovation in that release.
- Need to set booth goals/metrics and determine if a paid booth presence might be better for larger events
- Developer Survey
  - Need to promote through partner channels
  - Feedback is needed TODAY for the survey questions
  - Could we offer an incentive for participation? Nothing prevents this from a policy perspective. First year saw ~2000 respondents. Last year participation was down from the previous year.
    - Idea discussed is entry into a draw for a gift card or similar
  - Member promotion is critical, since the Jakarta EE WG has limited reach
    - Website has about 5k visits per month, Twitter account has 7-8k followers. Member sites have more volume.
  - Goal is to double previous participation (~4,000 respondents)
  - Members can get more extensive survey data, so we should promote as a member-exclusive benefit.
  - Extensive data would be anonymized to meet data security requirements (e.g. GDPR)
- Event Planning
  - KubeCon EU 30 March - 2 April
  - 78 Registrants so far - please promote through member channels
  - Booth staffing - attendees, please sign up. We'd like to emphasize demos
  - Devoxx France - sponsoring a booth. Who is attending from the members?
  - Devnexus
    - Post-event report is here: https://docs.google.com/presentation/d/142le75QuAM0hbixOrqwjc0B2NNJw0MbGhj4hX98gAJc/edit#slide=id.g5248f1f450_0_0
    - Reception: 52 out of 85 registered attendees, total attendees around 110 with walk-ins
    - Booth: 161 badge scans
    - 42% open rate, 8% click rate on followup email
    - 28.7 4.87% from email from booth scans
    - Lack of awareness about Jakarta EE continues to be an issue. Many visitors to the booth did not seem to know what Jakarta is and/or realize

Jakarta EE is the successor of Java EE. As a marketing committee, we need to address the lack of awareness.

- Could we use a PPC campaign on Google to pick up on searches? Separate call will be setup to work through this - Dominika to set this up.

- Jakarta Livestream - interest from other countries such as Brazil and Germany (language specific events).
- Website - desire to enable community to maintain key sections of the website, as opposed to everything going through the Eclipse Foundation.
- Guidelines for website maintainers is documented here: https://docs.google.com/document/d/12xDGohsZ019FIHg3XLx8u-7nmZ-em5pUK_j7Y2UTKMw/edit#
- Jonathan Gallimore is happy to become a maintainer of the website for the marketing committee, and show others around.