MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing e-[Forum](#), MPWG [e-Forum](#) (formal communications),
General links: [Calendar](#), [Github](#), [Community Google Drive](#), [External Google Drive](#)
Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

Archived Minutes

December 11th, 2023

Monthly Dedicated Call Stewards: [Schedule](#), [Responsibilities](#), and [wiki](#) guidelines

Agenda Template: [here](#) and video recordings [here](#)
Mktg & **MPWG** Repo Tickets
Update MPWG metrics: [here](#)
e-Ballot Process: [here](#)

MicroProfilers: [Please add yourself]

- Reza Rahman (Microsoft)
- Amelia Eiras (Tomitribe) - Steward
- Ryan St. James
- Emily Jiang (IBM)
- Vincent Mayers (AJUG)
- Luqman Saeed (Payara)
- Tarun Telang
- Emerson Castaneda
- Majid Mostafavi

Dec Steward

- Amelia
    - [11 mktg tickets](#) with 830 closed tickets
    - [1 mktg PR](#)
    - [38 Mktg forum subscribers](#)
    - [1269 Community forum subscribers](#)
    - [86 MPWG forum subscribers](#)
    - FB MPWG subscribers
    - [8745 Twitter subscribers](#)
    - MPWG End of the Year Vacation starts on Dec 18th and runs through January 7th.
    - January 2024 Steward - Ryan/Amelia [General] 2024 Agenda minutes creation and Calendar update misc #850](#)
        - Social media misc happens in January

■ First Marketing call January 8th, 2024. - Amelia to create the new minutes document, adjust the calendar minutes link, etc

Call to Action: 2024 MP Marketing Stewards **wanted.** Add yourself [HERE](). Check the Stewards' Responsibilities [first]().

Agenda

Event Marketing / Community Outreach

[DevNexus 24 - April 9-11th] Vince- AJUG invite [[Event Marketing / Community Outreach] 2024 DevNexus Booth invite #849]()
- Vincent offered MicroProfile to have a free silver sponsorship.
- Let's discuss the logistics, particularly with the Eclipse Foundation.

Documentation

[MicroProfile Tutorial] EMO Paid Services [[Paid Services - Documentation] MP API Tutorials #847]()
- Tarun Telang is the winning bidder.
- He will join marketing meetings going forward to collaborate.

Pull Request - Review
- [Emily] Pull Request [Update the release template #837]() - Amelia will review and merge

Content

- [IBM] [[Blog Contribution] New vendor metrics for MicroProfile Metrics in Open Liberty 23.0.0.11 #846]()
-

Yearly program plan

- Budget approval ballot/discussion in progress
  - [[2024 MPWG Budget] Not approved + Discussion Dec 12th with Steering Committee #848]()

INFRA

- [John/Amelia] [[Infra- Video Recording] Add visibility for the location of the meetings recordings #707]()

MicroProfile Marketing Meeting Minutes

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Releases

- MicroProfile 7
  - 10/16 decided during the Marketing call that Luqman will lead the marketing Release of MicroProfile 7
  - Luqman to create a git ticket to request Edit access in MP WordPress

Website

[Individual Specification Pages]
- [David/Ryan] [Website Improvements] Individual component specification pages (see Jakarta specification pages for reference) MPWG repo #145 #828
- [Ryan] [Website - Branding Resources on Swag] Simplifying/ scaling community self printing MP t-shirt #792

Measurable marketing performance

- Because of bandwidth, focus on only one marketing metric at first
- Propose options and choose one
  - Adoption in industry surveys that measure MicroProfile
  - Website visits
  - Social media following
  - MicroProfile Starter usage
  - Overall marketing content output
- Robust tracking and automation (when possible) framework going forward

Social Media

Parked

- Create a Ballot Marketing Template and Guidelines on how to submit stuff for formal MPWG vote + UPDATE past Ballot templates #840
  - John's template, maybe use as a baseline.
- Update FAQs for Microprofile.io #565
- [Infra- Video Recording] Add visibility for the location of the meetings recordings #707
- [Website - Branding Resources on Swag] Simplifying/ scaling community self printing MP t-shirt #792

- [Update Jakarta/MicroProfile Messaging Slides #831](#)

Completed tasks

- [[Blog Contribution] MicroProfile 6.1 preview in Open Liberty 23.0.0.10-beta #833](#).
- [[Blog Contribution] How to package your cloud-native MicroProfile app for faster startup #832](#)
- Fix a [box](#) on mp.io.

November 27th, 2023

Monthly Dedicated Call Stewards: [Schedule](#), [Responsibilities](#), and [wiki](#) guidelines

Agenda Template: [here](#)
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Video: here

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- Reza Rahman (Microsoft)
- John Clingan (Red Hat)
- Emily Jiang (IBM)
- Ryan St. James (Tomitribe)
- Ed Bratt (Oracle)

Agenda

MicroProfile Tutorial

- Tutorial bidding has started and will run until 10th November
- Members are encouraged to get the word out and invite bidders
- Clark/Eclipse Foundation is collecting bids
- Clark will summarize bids and move forward winning bid, probably with input from the working group
- Tweet to go out soon, Emily tracking

MicroProfile Marketing Meeting Minutes

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Archived Minutes

Blog entries

- [IBM] [Blog Contribution] MicroProfile 6.1 preview in Open Liberty 23.0.0.10-beta #833
  - Review by Amelia on 10/17
  - Not published.
  - Done.
- [IBM] [Blog Contribution] How to package your cloud-native MicroProfile app for faster startup #832
  - Review by Amelia on 10/17
  - Published.
  - Done.

Individual Specification Pages

- [David/Ryan] [Website Improvements] Individual component specification pages (see Jakarta specification pages for reference) MPWG repo #145 #828

Measurable marketing performance

- Reza to lead effort
- Because of bandwidth, focus on only one marketing metric at first
- Propose options and choose one via vote
- Robust tracking and automation (when possible) framework going forward

Yearly program plan

- Budget approval ballot / discussion underway
  - We discussed the budget ballot a bit, providing context

Ballot template

- [Amelia] [Misc] Create a Ballot Marketing Template and Guidelines on how to submit stuff for formal MPWG vote + UPDATE past Ballot templates #840
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Parked

- MicroProfile 7
  - 10/16 decided during the Marketing call that Luqman will lead the marketing Release of MicroProfile 7

- ○ Luqman to create a git ticket to request Edit access in MP wordpress
- [Update FAQs for Microprofile.io #565](#)
- [\[Infra- Video Recording\] Add visibility for the location of the meetings recordings #707](#)
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- [Update Jakarta/MicroProfile Messaging Slides #831](#)

November 13th, 2023

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MicroProfilers: [Please add yourself]

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- Ed Bratt (Oracle)
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Agenda

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MicroProfile Marketing Meeting Minutes

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- ○ Review by Amelia on 10/17
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- ○ Done?

Individual Specification Pages

- [David/Ryan] [Website Improvements] Individual component specification pages (see Jakarta specification pages for reference) MPWG repo #145 #828

Measurable marketing performance

- Reza to lead effort
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- Robust tracking and automation (when possible) framework going forward

Yearly program plan

- 2024 Program Plan passed ballot
- We need review and get more specific on some bullets in late 2023 and early 2024

Ballot template

- [Amelia] [Misc] Create a Ballot Marketing Template and Guidelines on how to submit stuff for formal MPWG vote + UPDATE past Ballot templates #840
  - ○ John's template, maybe use as a baseline.

Some issues:

- Tweet for the funded tutorial: https://github.com/eclipse/microprofile-marketing/issues/843
- Fix a box on mp.io

Parked

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  - ○ Luqman to create a git ticket to request Edit access in MP wordpress

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- [[Website - Branding Resources on Swag] Simplifying/ scaling community self printing MP t-shirt #792](#)
- [Update Jakarta/MicroProfile Messaging Slides #831](#)
    - Investigate how to see how many times a google doc has been viewed.

Oct 30th, 2023

Monthly Dedicated Call Stewards: [Schedule](#), [Responsibilities](#), and [wiki](#) guidelines

Agenda Template: [here](#)
[Mktg](#) & **[MPWG](#)** **Repo Tickets:**
Update MPWG metrics: [here](#)
e-Ballot Process: [here](#)
Video: [here](#)

MicroProfilers: [Please add yourself]

- Reza Rahman (Microsoft)
- John Clingan (Red Hat)
- Emily Jiang (IBM)

Agenda

EclipseCon

- 100 attendees for Java community day
- 445 attendees to EclipseCon
- The food was good
- Great feedback

MicroProfile Tutorial

- Tutorial bidding has started and will run until 10th November
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Archived Minutes

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  - ○ Done?
- ● [IBM] [Blog Contribution] How to package your cloud-native MicroProfile app for faster startup #832
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Individual Specification Pages

- ● [David/Ryan] [Website Improvements] Individual component specification pages (see Jakarta specification pages for reference) MPWG repo #145 #828

Measurable marketing performance

- ● Reza to lead effort
- ● Because of bandwidth, focus on only one marketing metric at first
- ● Propose options and choose one via vote
- ● Robust tracking and automation (when possible) framework going forward

Yearly program plan

- ● Draft 2024 Program Plan
- ● Candidate Program Plan and/or Marketing Plan Approved by respective Committee (Due November 3, 2023)
- ● Ballot needs to be started by Oct 18 or 19th to make Nov 3rd deadline (2 week vote)
- ● On path to passing

Ballot template

- ● [Amelia] [Misc] Create a Ballot Marketing Template and Guidelines on how to submit stuff for formal MPWG vote + UPDATE past Ballot templates #840

Completed

- ● ~~MicroProfile 6.1 release announcement~~
  - ○ ~~Create a compatible page for MicroProfile 6.1 #836~~

- ○ [Compatible Implementations Announcement] Open Liberty, 23.0.0.10 #835 Open
  - ○ MicroProfile 6.1 release announcement #834

Parked

- ● [Majid] Volunteers to update MP Starter for MP 6.0 & 6.1 Release
  - ○ Majid joined the community call on 10/17 and updated the community on his plans to contribute to the Starter update.
  - ○ He will create a git ticket and send an update to the Community Forum informing MicroProfilers. https://start.microprofile.io/
  - ○ PR in progress. Emily reviewing and will discuss in the community call. MP starter call will be reactivated.
- ● MicroProfile 7
  - ○ 10/16 decided during the Marketing call that Luqman will lead the marketing Release of MicroProfile 7
  - ○ Luqman to create a git ticket to request Edit access in MP wordpress
- ● Update FAQs for Microprofile.io #565
- ● [Infra- Video Recording] Add visibility for the location of the meetings recordings #707
- ● [Website - Branding Resources on Swag] Simplifying/ scaling community self printing MP t-shirt #792
- ● Update Jakarta/MicroProfile Messaging Slides #831

Oct 16, 2023

Monthly Dedicated Call Stewards: Schedule, Responsibilities, and wiki guidelines

Tweeted & Video
Agenda Template: here
Mktg & **MPWG** Repo Tickets:
Update MPWG metrics: here
Ballot Spreadsheet - Counting Votes: Spreadsheet

MicroProfilers: [Please add yourself]

- ● John Clingan (Red Hat)
- ● Amelia Eiras (Tomitribe)
- ● Ryan St. James (Tomitribe)
- ● Luqman Saeed (Payara) - Steward
- ● Majid (Community)

MicroProfile Marketing Meeting Minutes

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General links: [Calendar](), [Github](), [Community Google Drive](), [External Google Drive]()
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Archived Minutes

Agenda

Monthly Stewards

- October - Reza (Microsoft)

Content Contribution

- [[Blog Contribution] MicroProfile 6.1 preview in Open Liberty 23.0.0.10-beta #833]()
  - Review by Amelia on 10/17
- [[Blog Contribution] How to package your cloud-native MicroProfile app for faster startup #832]()
  - Review by Amelia on 10/17

Infrastructure

Website

- [Majid] Volunteers to update MP Starter for MP 6.0 & 6.1 Release
  - He will create a git ticket and send an update to the Community Forum informating MicroProfilers. https://start.microprofile.io/

DevRel/Conferences/Community/Swag

Social media & Announcements

Budget: Value-Added

Miscellaneous

- Utilizing 2023 leftover Marketing budget:
- Luqman to follow up with Reza on fixing the results and updating the community

Ballot vote thread:
  - MPWG forum: https://www.eclipse.org/lists/microprofile-wg/msg02255.html

- ○ MP community forum: [Fwd: VOTE: Funding MicroProfile Tutorial with 2023 Budget](#)
- ○ Amelia - found discrepancies in the ballot count, not 90% but 75% approval from the 12 members.
    - ■ Recommending the usage of **Ballot Spreadsheet - Counting Votes:** [Spreadsheet](#) to report the results.

Releases

- ● MicroProfile 6.1 release announcement
  During the meeting we review the blog and found the APIs links were broken. Fixing it during the call.
    - ○ Blog - review on call
    - ○ Social - media via hootsuite going out at 8pm EU 10/16
    - ○ Website updated
    - ○ https://github.com/eclipse/microprofile-marketing/issues/834
- ● 6.1 page
    - ○ https://github.com/eclipse/microprofile-marketing/issues/836

- ● Luqman will lead the release of MicroProfile 7
    - ○ Create a git ticket to request Edit access in MP wordpress

Yearly Program Plan

Marketing Activities Backlog

Completed Items

Oct 2, 2023

Monthly Dedicated Call Stewards: [Schedule](#), [Responsibilities](#), and [wiki](#) guidelines

[Tweeted](#) & [Video](#)
Agenda Template: [here](#)
[Mktg](#) & **[MPWG](#)** **Repo Tickets:**
Update MPWG metrics: [here](#)
Ballot Spreadsheet - Counting Votes: [Spreadsheet](#)

MicroProfilers: [Please add yourself]

- ● Reza Rahman (Microsoft)

MicroProfile Marketing Meeting Minutes

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- Amelia Eiras (Tomitribe)
- John Clingan (Red Hat)
- Dmitry Aleksandrov (Oracle)
- Ed Bratt (Oracle)
- Luqman Saeed (Payara)

Agenda

Monthly Steward

- Reza (Microsoft)

MicroProfile Working Group 2024 Program Plan

- Here is the [draft 2024 program plan](#) for the MicroProfile working group. The folks working on marketing need to weigh in on the relevant sections of the plan (slides 2, 3, 4 and 5). The plan was tentatively discussed with a few agreement points such as making marketing goals measurable and actionable as well as further discussing the MicroProfile "Champions" program before committing to it as a high level goal for CY 2024.
- Marketing folks should provide their feedback on the draft program plan by EOD Friday, the 6th. Reza will start a discussion thread on this on the mailing lists. Please consider syncing with your respective organizations and providing feedback either directly on the draft (linked above) or on the mailing lists.

2023 Budget

- We need to spend the remaining $10-11K 2023 budget soon. The highest priority item identified is funding an official tutorial similar to the revamped official Jakarta EE Tutorial. The tentativ

Agenda

MicroProfile Working Group 2024 Program Plan

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marketing goals measurable and actionable as well as further discussing the MicroProfile "Champions" program before committing to it as a high level goal for CY 2024.
- Marketing folks should provide their feedback on the draft program plan by EOD Friday, the 6th. Reza will start a discussion thread on this on the mailing lists. Please consider syncing with your respective organizations and providing feedback either directly on the draft (linked above) or on the mailing lists.

2023 Budget

- We need to spend the remaining $10-11K 2023 budget soon. The highest priority item identified is funding an official tutorial similar to the revamped official Jakarta EE Tutorial. The tentative agreement amongst Microsoft, Oracle, Payara and Red Hat is to directly fund the tutorial with the remaining budget through an open bidding process run by the Eclipse Foundation. Reza will start a discussion on this on the mailing list.

Parked

- [Ryan & David][Website Improvements] Individual component specification pages (see Jakarta specification pages for reference) MPWG repo #145 #828
- [Ryan] MPWG approved self-printing Swag added to MP.io: https://microprofile.io/resources/#swag via ticket: [Website - Branding Resources on Swag] Simplifying/ scaling community self-printing MP t-shirt #792
- [Infra-Video Recording] Add visibility for the location of the meetings recordings #707
- Update FAQs for Microprofile.io #565

August 21, 2023

Monthly Dedicated Call Stewards: Schedule, Responsibilities, and wiki guidelines

Tweeted & Video
Agenda Template: here
Mktg & **MPWG** Repo Tickets:
Update MPWG metrics: here

MicroProfilers: [Please add yourself]

- Dmitry Aleksandrov (Oracle)
- Reza Rahman (Microsoft)

MicroProfile Marketing Meeting Minutes

Archived Minutes

Agenda

Monthly Stewards

- Dmitry to host in August

Content Contribution

-

Infrastructure

-

Website

1. [Compatibility pages - list the releases of a particular products #797](#) - Ryan will list all compatible implementations.
2. [Ryan] Ryan to create draft mock-ups of separate specification pages for every project under MP for the site, emijiang6@gmail.com will help Ryan St. James
   a. Ryan and Emily are working on this, starting with one specification.
   b. [draft mock-ups of separate specification pages #795](#) (link the page Ryan)
      i. Follow up [\[Website Improvements\] Individual component specification pages (see Jakarta specification pages for reference) MPWG repo #145 #828](#)
      ii. Example content
      iii. 5.0 specs pages with download
      iv. Change log
      v. Download button
         1. What else?
   c. Compatible implementation (separate call, follow up ticket)
      i. https://microprofile.io/specifications/microprofile-config/ (spec, html, pdf)
   d. Pages on MP.io
   e. Jakarta EE specifications do not need pages created.
   f. Ryan processing feedback on initial draft, good progress overall.

Swag

- [Website - Branding Resources on Swag] Simplifying/ scaling community self printing MP t-shirt #792
- Amelia will connect with Vince from AJUG about the task at hand. Parked:
    - Kevin Sutter (former IBM) has been sent MicroProfile swag from the 2022 budget as requested (see 631). Is Tomitribe sending him more swag separately?

Budget

1. Invite Eclipse to the marketing meeting to hash out the remaining budget issue
2. Allocate a portion of the budget for the creation of the official written tutorials (Issue 811)
3. Spend more money (Reza)
    a. Clark
        i. Expect 10k to spent
        ii. Process managed by Eclipse Foundation
        iii. Establish bidding process

Competed

- Set new Helidon Logo ([Website Improvements] Set new logo to Helidon #829)

August 7, 2023

Monthly Dedicated Call Stewards: Schedule, Responsibilities, and wiki guidelines

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- John Clingan (Red Hat)
- Jeff Beck (Red Hat)
- Luqman Saeed (Payara)
- Ed Bratt (Oracle)
- Emily Jiang (IBM)
- Clark Roundy (Eclipse)
- Jeff Beck (Red Hat)

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<div align="right">

Archived Minutes

</div>

- Reza Rahman (Microsoft)

Agenda

Monthly Stewards

- Ed (Oracle) & Dmitry likely to host in August

Content Contribution

-

Infrastructure

-

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Budget

4. Invite Eclipse to the marketing meeting to trash out the remaining budget issue
5. Allocate a portion of the budget for the creation of the official written tutorials (Issue 811)
6. Spend more money (Reza)
    a. Clark
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        ii.   Process managed by Eclipse Foundation
       iii.   Establish bidding process

Competed

- [Blog Contribution] MicroProfile 6 and Jakarta EE 10 updates to Open Liberty developer guides #804 requires review before publishing. Ticket resolved to Closed. Ryan to update this section.
- [Blog Contribution] Rethinking microservices #801
- [Social Media - Infra Update] HootSuite 2023 Renewal #805
- Compatibility pages - list the releases of a particular products #797 - Ryan will list all compatible implementations.
- [Ryan] Analytics for MP.com + cookie banner. #796 - Ryan to check for analytics and GDPR compliance.

MicroProfile Marketing Meeting Minutes

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Archived Minutes

July 24th, 2023

Monthly Dedicated Call Stewards: Schedule, Responsibilities, and wiki guidelines

Tweeted & Video
Agenda Template: here
Mktg & **MPWG** Repo Tickets:
Update MPWG metrics: here

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- Amelia Eiras (Tomitribe)
- Reza Rahman (Microsoft)
- Ryan St. James (Tomitribe)

Agenda

Monthly Stewards

- Luqman Saeed (Payara) will lead in July.
- Ed (Oracle) & Dmitry likely to host in August

Content Contribution

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Infrastructure

- [Social Media - Infra Update] HootSuite 2023 Renewal #805

Website

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Budget

7. Invite Eclipse to the marketing meeting to trash out the remaining budget issue
8. Allocate a portion of the budget for the creation of the official written tutorials ([Issue 811](#))

Competed

Onborading of Luqman as a steward ([Issue 788](#))
Sponsorship for Community Day for Java Developers at EclipseCon. MP will donate 3K for the program
Compatibility pages - list the releases of a particular products #797 - Ryan will list all compatible implementations.
[Ryan] Analytics for MP.com + cookie banner. #796 - Ryan to check for analytics and GDPR compliance.

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](), Marketing [Repository](), MPWG [Repository](), Community [e-Forum](), Marketing e-[Forum](), MPWG [e-Forum]()
(formal communications),
General links: [Calendar](), [Github](), [Community Google Drive](), [External Google Drive]()
Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the
agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

Archived Minutes

Marketing Activities Backlog

1. We need to create a concrete, actionable, prioritized, resourced/committed backlog of marketing activities aligned with the MicroProfile [annual program plan and budget](). The current marketing budget left is around $15K. See below for reference.
2. This task should ideally have taken place towards the beginning of the year. We should aim to complete it by June.
3. Reza suggested we should invite the Eclipse Foundation to share their perspectives on common working group marketing activities and practices.
4. Concrete items discussed so far:
   a. Get feedback from members on what is getting in the way of participating actively in marketing work.
   b. Is the website compelling enough for beginners - ask feedback (perhaps via a survey) from the community on the website?
   c. Remind people to submit social media promotion requests.
   d. Ask members to engage with (retweet, like) social media channels.

   Official MicroProfile Written Tutorial - maybe spend budget? What can we leverage? Can we leverage the specs themselves? - Tomitribe, Payara, Microsoft, IBM, Oracle all second to investing in *written* tutorials for MicroProfile.
   Code examples/quick start guides
   Fund more content - videos, blog entries (including conference/session reports), translations. Blogs/videos detailing changes in specifications

July 10th, 2023

Monthly Dedicated Call Stewards: [Schedule](), [Responsibilities](), and [wiki]() guidelines

Tweeted & [Video]()
Agenda Template: [here]()
Mktg & **MPWG** Repo Tickets:
Update MPWG metrics: [here]()

MicroProfilers: [Please add yourself]

- Luqman Saeed (Payara)
- Dmitry Aleksandrov (Oracle)

- Amelia Eiras (Tomitribe)
- Emily Jiang (IBM)
- Ryan St James (Tomitribe)

Agenda

Monthly Stewards

- Luqman Saeed (Payara) will lead in July.
- Luqman to continue hosting for July
    - Lupman as part of your Stewardship onboarding the following steps are helpful:
        i. Create a git issue example: Onboard Dmitry to run March Meetings #788
        ii. Track in the agenda call minutes all the open Marketing git issues in the agenda. https://github.com/eclipse/microprofile-marketing/issues . If a task doesn't yet have a ticket, that ticket needs to be created to enable collaboration and OSS transparency. For reference, check the agenda template for categories when unsure.
        iii. Become a member of the Community, Marketing & MPWG forums, if not done already. https://microprofile.io/workinggroup/#mptab-email-forums
        iv. Other tasks regarding INFRA tracking [https://microprofile.io/workinggroup/#mptab-knowledge] ought to be done via the git ticket.
- Ed (Oracle) & Dmitry likely to host in August

Content Contribution

- [Blog Contribution] MicroProfile 6 and Jakarta EE 10 updates to Open Liberty developer guides #804 requires review before publishing
- [Blog Contribution] Rethinking microservices #801

Infrastructure

- [Social Media - Infra Update] HootSuite 2023 Renewal #805

Website

8. Compatibility pages - list the releases of a particular products #797 - Ryan will list all compatible implementations.
9. [Ryan] Analytics for MP.com + cookie banner. #796 - Ryan to check for analytics and GDPR compliance.
10. [Ryan] Ryan to create draft mock-ups of separate specification pages for every project under MP for the site, emijiang6@gmail.com will help Ryan St. James
    a. Ryan and Emily are working on this, starting with one specification.
    b. draft mock-ups of separate specification pages #795

MicroProfile Marketing Meeting Minutes

Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

Archived Minutes

- c. Example content
    - i. 5.0 specs pages with download
    - ii. Change log
    - iii. Download button
        1. What else?
- d. Pages on MP.io
- e. Jakarta EE specifications do not need pages created.
- f. Ryan processing feedback on initial draft, good progress overall.
11. Sponsorship for Community Day for Java Developers at EclipseCon. Emily/Reza table request for sponsorships. Current sponsors are Jakarta EE and Adoptium. Reza recommends MicroProfile sponsorship contributions to help put the brand before developers. Amelia recommends Eclipse Foundation provides at least 100 MP t-shirts for the event.Reza proposed 3K and Emily and Amelia seconded. An email to be sent to the working group for approval. During the June steering committee meeting on June 27th, the 3K contribution was approved as a one-off payment.
    - a. EclipseCon Java Community Day has MicroProfile listed as a sponsor

Swag

- [Website - Branding Resources on Swag] Simplifying/ scaling community self printing MP t-shirt #792
- Amelia will connect with Vince from AJUG about the task at hand. Parked:
    - Kevin Sutter (former IBM) has been sent MicroProfile swag from the 2022 budget as requested (see 631). Is Tomitribe sending him more swag separately?
-

Marketing Activities Backlog

5. We need to create a concrete, actionable, prioritized, resourced/committed backlog of marketing activities aligned with the MicroProfile annual program plan and budget. The current marketing budget left is around $15K. See below for reference.
6. This task should ideally have taken place towards the beginning of the year. We should aim to complete it by June.
7. Reza suggested we should invite the Eclipse Foundation to share their perspectives on common working group marketing activities and practices.
8. Concrete items discussed so far:
    - a. Get feedback from members on what is getting in the way of participating actively in marketing work.

b. Is the website compelling enough for beginners - ask feedback (perhaps via a survey) from the community on the website?
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Code examples/quick start guides
Fund more content - videos, blog entries (including conference/session reports), translations. Blogs/videos detailing changes in specifications

June 26th, 2023

Monthly Dedicated Call Stewards: Schedule, Responsibilities, and wiki guidelines

Tweeted & Video
Agenda Template: here
Mktg & **MPWG** Repo Tickets:
Update MPWG metrics: here

MicroProfilers: [Please add yourself]

- Luqman Saeed (Payara)
- Reza Rahman (Microsoft)
- Amelia Eiras (Tomitribe)
- Ed Bratt (Oracle)
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Agenda

Monthly Stewards

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MicroProfile Marketing Meeting Minutes

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> iii. Become a member of the Community, Marketing & MPWG forums, if not done already. https://microprofile.io/workinggroup/#mptab-email-forums
> iv. Other tasks regarding INFRA tracking [https://microprofile.io/workinggroup/#mptab-knowledge] ought to be done via the git ticket.
- Ed (Oracle) & Dmitry likely to host in August

General

Today June 26th marks the 7th anniversary of the founding of the MicroProfile project.

Content Contribution

- [Blog Contribution] MicroProfile 6 and Jakarta EE 10 updates to Open Liberty developer guides #804 requires review before publishing
- [Blog Contribution] Rethinking microservices #801

Infrastructure

- [Social Media - Infra Update] HootSuite 2023 Renewal #805

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MicroProfile Marketing Meeting Minutes

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Archived Minutes

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Completed Items

- Some working group members are interested in "self-service" swag outside of the MicroProfile working group budget (see issues [791]() and [792]()). This is something that the working group needs to come to a consensus on, including how to respect highly regulated corporate brands and Eclipse Foundation trademark guidelines.
- Reza initiated a vote in the working group to resolve this matter. The vote will end on the 31st. Good to go. Issue resolved as per GitHub [comment in the ticket]().
- [Website] Analytics for MP.com + cookie banner. #796

June 12th, 2023

Monthly Dedicated Call Stewards: [Schedule](), [Responsibilities](), and [wiki]() guidelines

Tweeted & [Video]()
Agenda Template: [here]()
Mktg & **MPWG** Repo Tickets:
Update MPWG metrics: [here]()

MicroProfilers: [Please add yourself]

- Reza Rahman (Microsoft)
- Luqman Saeed (Payara)
- Jan Westerkamp (iJUG)
- Amelia Eiras (Tomitribe)
- Ed Bratt (Oracle)
- Ryan St. James (Tomitribe)

Agenda

Monthly Stewards

- Luqman Saeed (Payara) will lead in June.
- Reza asked Oracle if they could help lead, Ed stated he will check with Dmitry.
- Really need other working group members to step up.

Website

16. Compatibility pages - list the releases of a particular products #797 - Ryan will list all compatible implementations.
17. [Ryan] Analytics for MP.com + cookie banner. #796 - Ryan to check for analytics and GDPR compliance.
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        iii. Download button
            1. What else?
    d. Pages on MP.io
    e. Jakarta EE specifications do not need pages created.
    f. Ryan processing feedback on initial draft, good progress overall.

Swag

- The swag purchased with the 2022 budget has now been fully distributed. Handling this swag, including storage and shipping, consumed some of the 2023 budget.
- Kevin Sutter (former IBM) has been sent MicroProfile swag from the 2022 budget as requested (see 631). Is Tomitribe sending him more swag separately?
- Some working group members are interested in "self-service" swag outside of the MicroProfile working group budget (see issues 791 and 792). This is something that the working group needs to come to a consensus on, including how to respect highly regulated corporate brands and Eclipse Foundation trademark guidelines.
- Reza initiated a vote in the working group to resolve this matter. The vote will end on the 31st.

Marketing Activities Backlog

13. We need to create a concrete, actionable, prioritized, resourced/committed backlog of marketing activities aligned with the MicroProfile annual program plan and budget. The current marketing budget left is around $15K. See below for reference.

MicroProfile Marketing Meeting Minutes

Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

Archived Minutes

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16. Concrete items discussed so far:
    a. Get feedback from members on what is getting in the way of participating actively in marketing work.
    b. Is the website compelling enough for beginners - ask feedback (perhaps via a survey) from the community on the website?
    c. Remind people to submit social media promotion requests.
    d. Ask members to engage with (retweet, like) social media channels.
    e. Official MicroProfile Tutorial - maybe spend budget? What can we leverage? Can we leverage the specs themselves?
    f. Code examples/quick start guides
    g. Fund more content - videos, blog entries (including conference/session reports), translations
        i. Blogs/videos detailing changes in specifications
        ii. Marketing to ask developers to produce raw material, but be responsible for the final product - maybe budget for this
        iii. Should we fund YouTube channel content?
        iv. Can we leverage what exists?
    h. Buy swag and distribute it to the 11 members equally.
    i. Conference sponsorship - maybe spend budget? Send swag via speakers? Is EclipseCon something we should target?
    j. Wikipedia entry
    k. "Champions" program - need to discuss exact details
    l. MicroProfile success/adoption stories (use cases)
    m. Co-marketing Jakarta EE/MicroProfile alignment - need to discuss exact details
    n. No additional volunteer resource commitments for producing content, tutorials, examples, guides, etc.
17. These are the concrete volunteer resource commitments so far:
    a. Help drive marketing group discussions/activities (Tomitribe, Microsoft, Payara)
    b. Helping develop website (Tomitribe)
    c. Managing social media (Tomitribe)
    d. Retweet content (Microsoft, Payara)
    e. Deliver talks on occasion (IBM, Microsoft, Payara)
    f. Deliver blogs on occasion (IBM, Microsoft, Payara)

    g. Staffing booth/help distribute swag (iJUG, Microsoft, Payara)
    h. Helping with translations on occasion (iJUG)

Metrics

- MicroProfile [metrics](#) need to be shared with the steering committee once a quarter. Specific members can do more if they desire.
- No one has volunteered to prepare these metrics yet, so this is at risk. This could be a good item for an individual contributor to lead.

Parked Content

1. [iJUG] [Update FAQs for Microprofile.io and Wiki #565](#)
2. [John] [[Infra- Video Recording] Add visibility for the location of the meetings recordings #707](#)
3. [[Content Creation] Update MicroProfile 5.0 Whitepaper to encompass 6.0 #740](#)
    a. It will be worked when a release has more than 3 implementations to highlight.
    b. StandBy – stronger release

May 29th, 2023

Monthly Dedicated Call Stewards: [Schedule](#), [Responsibilities](#), and [wiki](#) guidelines

[Tweeted](#) & [Video](#)
Agenda Template: [here](#)
[Mktg](#) & **[MPWG](#)** **Repo Tickets:**
Update MPWG metrics: [here](#)

MicroProfilers: [Please add yourself]

- Reza Rahman (Microsoft)
- Luqman Saeed (Payara)
- Ryan St. James (Tomitribe)

Agenda

Monthly Stewards

- Reza is leading the meetings in May.
- Luqman Saeed (Payara) will lead in June.
- Reza asked Oracle if they could help lead, Ed stated he will check with Dmitry.
- Really need other working group members to [step up](#).

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing e-[Forum](#), MPWG [e-Forum](#) (formal communications),
General links: [Calendar](#), [Github](#), [Community Google Drive](#), [External Google Drive](#)
Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

<div align="right"><u>Archived Minutes</u></div>

Website

19. [Compatibility pages - list the releases of a particular products #797](#) - Ryan will list all compatible implementations.
20. [Ryan] [Analytics for MP.com + cookie banner. #796](#) - Ryan to check for analytics and GDPR compliance.
21. [Ryan] Ryan to create draft mock-ups of separate specification pages for every project under MP for the site, emijiang6@gmail.com will help Ryan St. James
    a. Ryan and Emily are working on this, starting with one specification.
    b. [draft mock-ups of separate specification pages #795](#)
    c. Example content
        i. 5.0 specs pages with download
        ii. Change log
        iii. Download button
            1. What else?
    d. Pages on MP.io
    e. Jakarta EE specifications do not need pages created.
    f. Ryan processing feedback on initial draft, good progress overall.

Swag

- The swag purchased with the 2022 budget has now been fully distributed. Handling this swag, including storage and shipping, consumed some of the 2023 budget.
- Kevin Sutter (former IBM) has been sent MicroProfile swag from the 2022 budget as requested (see [631](#)). Is Tomitribe sending him more swag separately?
- Some working group members are interested in "self-service" swag outside of the MicroProfile working group budget (see issues [791](#) and [792](#)). This is something that the working group needs to come to a consensus on, including how to respect highly regulated corporate brands and Eclipse Foundation trademark guidelines.
- Reza initiated a vote in the working group to resolve this matter. The vote will end on the 31st.

Marketing Activities Backlog

18. We need to create a concrete, actionable, prioritized, resourced/committed backlog of marketing activities aligned with the MicroProfile [annual program plan and budget](#). The current marketing budget left is around $15K. See below for reference.

19. This task should ideally have taken place towards the beginning of the year. We should aim to complete it by June.
20. Reza suggested we should invite the Eclipse Foundation to share their perspectives on common working group marketing activities and practices.
21. Concrete items discussed so far:
    a. Get feedback from members on what is getting in the way of participating actively in marketing work.
    b. Is the website compelling enough for beginners - ask feedback (perhaps via a survey) from the community on the website?
    c. Remind people to submit social media promotion requests.
    d. Ask members to engage with (retweet, like) social media channels.
    e. Official MicroProfile Tutorial - maybe spend budget? What can we leverage? Can we leverage the specs themselves?
    f. Code examples/quick start guides
    g. Fund more content - videos, blog entries (including conference/session reports), translations
        i. Blogs/videos detailing changes in specifications
        ii. Marketing to ask developers to produce raw material, but be responsible for the final product - maybe budget for this
        iii. Should we have a YouTube channel?
        iv. Can we leverage what exists?
    h. Conference sponsorship - maybe spend budget? Send swag via speakers? Is EclipseCon something we should target?
    i. Wikipedia entry
    j. "Champions" program - need to discuss exact details
    k. MicroProfile success/adoption stories (use cases)
    l. Co-marketing Jakarta EE/MicroProfile alignment - need to discuss exact details
    m. No additional volunteer resource commitments for producing content, tutorials, examples, guides, etc.
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    a. Help drive marketing group discussions/activities (Tomitribe, Microsoft, Payara)
    b. Helping develop website (Tomitribe)
    c. Managing social media (Tomitribe)
    d. Retweet content (Microsoft, Payara)
    e. Deliver talks on occasion (IBM, Microsoft, Payara)
    f. Deliver blogs on occasion (IBM, Microsoft, Payara)
    g. Staffing booth/help distribute swag (iJUG, Microsoft, Payara)
    h. Helping with translations on occasion (iJUG)
23. MicroProfile yearly program plan (for reference/discussion):
    ● Program plan (slides): https://docs.google.com/presentation/d/1G1tjAAxcF7LuYNh3zQHg86Wrr-BQikGP/edit?usp=sharing&ouid=105337742626157521641&rtpof=true&sd=true
    ● Program plan (GitHub issues): https://github.com/microprofile/microprofile-wg/issues/174.

MicroProfile Marketing Meeting Minutes

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<div align="right"><u>Archived Minutes</u></div>

- ○ [Grow MicroProfile community #151](#)
- ○ [Define and track metrics on community outreach #150](#)
- ○ [Continue to encourage participation across the wider community via mailing list, google group, and tweets. #149](#)
- ○ [Empower the community with easily sharing their input via surveys and questionnaires #147](#)
- ○ [Central location for promoting blogs, videos, products, etc that consume MicroProfile (highlight community content?) #146](#)
- ○ [Maintain and grow community participation in Marketing #142](#)
- ○ [Strengthen the MicroProfile brand #138](#)
- ○ [Create a MicroProfile Champions Program #132](#)
- ○ [Create sitemap #70](#)

Metrics

- MicroProfile [metrics](#) need to be shared with the steering committee once a quarter. Specific members can do more if they desire.
- No one has volunteered to prepare these metrics yet, so this is at risk. This could be a good item for an individual contributor to lead.

Completed

- [Luis] [[Translation] Release MicroProfile 6.0 - Release Blog Post Swedish Translation #800](#)
- [Mitia/Amelia/Luis] Short google doc with steps for MPWG Release translations https://github.com/microprofile/microprofile-wg/issues/186 Amelia Eiras
- [Laura-IBM] [[Blog Contribution] Tracing your microservices made easy with MicroProfile Telemetry 1.0 #799](#)
- [Laura-IBM] published, awaiting social media [[Blog Contribution] MicroProfile 6, Jakarta EE 10, and Java SE 20 support in Open Liberty 23.0.0.3 release #794](#)

Parked Content

4. [iJUG] [Update FAQs for Microprofile.io and Wiki #565](#)
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6. [[Content Creation] Update MicroProfile 5.0 Whitepaper to encompass 6.0 #740](#)
   a. It will be worked when a release has more than 3 implementations to highlight.

      b.   StandBy – stronger release

May 15th, 2023

Monthly Dedicated Call Stewards: <u>Schedule</u>, <u>Responsibilities</u>, and <u>wiki</u> guidelines

<u>Tweeted</u> & <u>Video</u>
Agenda Template: <u>here</u>
<u>Mktg</u> & **<u>MPWG</u>** **Repo Tickets:**
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Agenda

Monthly Stewards

- Reza is leading the meetings in May.
- Luqman Saeed (Payara) will lead in June.
- Reza asked Oracle if they could help lead, Ed stated he will check with Dmitry.
- Really need other working group members to <u>step up</u>.

Blogs

- [Luis] <u>[Translation] Release MicroProfile 6.0 - Release Blog Post Swedish Translation #800</u> - almost done.
- [Mitia/Amelia/Luis] Short google doc with steps for MPWG Release translations <u>https://github.com/microprofile/microprofile-wg/issues/186</u> Amelia Eiras
- [Laura-IBM] <u>[Blog Contribution] Tracing your microservices made easy with MicroProfile Telemetry 1.0 #799</u> - Ryan will follow up.
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Website

22. <u>Compatibility pages - list the releases of a particular products #797</u> - Ryan to list all certified versions.

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[Archived Minutes]()

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23. [Ryan] [Analytics for MP.com + cookie banner. #796]() - Ryan to check for analytics and GDPR compliance.
24. ~~[Martin/Ryan] [Website] Mention product versions in compatibility pages #735~~
    a. ~~Proposal to be discussed further asynchronously on the mailing list.~~
    b. ~~Amelia asked each participant on the community call~~
        i. ~~Listing product version at the certification results page~~
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    e. Jakarta EE specifications do not need pages created.
    f. To be completed in Q2.

Swag

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- Reza will initiate a formal vote in the working group to resolve this matter.

Marketing Activities Backlog

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    a. Help drive marketing group discussions/activities (Tomitribe, Microsoft, Payara)
    b. Helping develop website (Tomitribe)
    c. Managing social media (Tomitribe)
    d. Retweet content (Microsoft, Payara)
    e. Deliver talks on occasion (IBM, Microsoft, Payara)
    f. Deliver blogs on occasion (IBM, Microsoft, Payara)
    g. Staffing booth/help distribute swag (iJUG, Microsoft, Payara)
    h. Helping with translations on occasion (iJUG)
29. MicroProfile yearly program plan (for reference/discussion):
    ● Program plan (slides): https://docs.google.com/presentation/d/1G1tjAAxcF7LuYNh3zQHg86Wrr-BQikGP/edit?usp=sharing&ouid=105337742626157521641&rtpof=true&sd=true
    ● Program plan (GitHub issues): https://github.com/microprofile/microprofile-wg/issues/174.
        ○ Grow MicroProfile community #151
        ○ Define and track metrics on community outreach #150
        ○ Continue to encourage participation across the wider community via mailing list, google group, and tweets. #149
        ○ Empower the community with easily sharing their input via surveys and questionnaires #147
        ○ Central location for promoting blogs, videos, products, etc that consume MicroProfile (highlight community content?) #146
        ○ Maintain and grow community participation in Marketing #142
        ○ Strengthen the MicroProfile brand #138

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](), Marketing [Repository](), MPWG [Repository](), Community [e-Forum](), Marketing e-[Forum](), MPWG [e-Forum]()
(formal communications),
General links: [Calendar](), [Github](), [Community Google Drive](), [External Google Drive]()
Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

<div align="right">

Archived Minutes

</div>

- ○ [Create a MicroProfile Champions Program #132]()
- ○ [Create sitemap #70]()

Metrics

- MicroProfile [metrics]() need to be shared with the steering committee once a quarter. Specific members can do more if they desire.
- No one has volunteered to prepare these metrics yet, so this is at risk. This could be a good item for an individual contributor to lead.

Parked Content

7. [iJUG] [Update FAQs for Microprofile.io and Wiki #565]()
8. [John] [[Infra- Video Recording] Add visibility for the location of the meetings recordings #707]()
9. [[Content Creation] Update MicroProfile 5.0 Whitepaper to encompass 6.0 #740]()
   a. It will be worked when a release has more than 3 implementations to highlight.
   b. StandBy – stronger release

May 1st, 2023

Monthly Dedicated Call Stewards: [Schedule](), [Responsibilities](), and [wiki]() guidelines

[Tweeted]() & [Video]()
Agenda Template: [here]()
[Mktg]() & **[MPWG]()** **Repo Tickets:**
Update MPWG metrics: [here]()

MicroProfilers: [Please add yourself]

- Amelia Eiras (Tomitribe)
- Reza Rahman (Microsoft)
- Ed Bratt (Oracle)
- Majid Mostafavi

Agenda

Monthly Stewards

- Reza is leading the meetings in May.
- There is no one else that has [signed up](#) to lead the meetings past May. Really need other working group members to step up.
- Reza asked Oracle if they could help lead, Ed stated he will check with Dmitry.

Blogs

- [Luis] [[Translation] Release MicroProfile 6.0 - Release Blog Post Swedish Translation #800](#) - in progress
- [Mitia/Amelia/Luis] Short google doc with steps for MPWG Release translations https://github.com/microprofile/microprofile-wg/issues/186 Amelia Eiras
- [Laura-IBM] [[Blog Contribution] Tracing your microservices made easy with MicroProfile Telemetry 1.0 #799](#)
- [Laura-IBM] published, awaiting social media [[Blog Contribution] MicroProfile 6, Jakarta EE 10, and Java SE 20 support in Open Liberty 23.0.0.3 release #794](#)

Website

26. [Compatibility pages - list the releases of a particular products #797](#) - need to resolve as a working group.
27. [Ryan] [Analytics for MP.com + cookie banner. #796](#) - in progress, check for GDPR compliance
28. [Martin/Ryan] [[Website] Mention product versions in compatibility pages #735](#)
    a. Proposal to be discussed further asynchronously on the mailing list.
    b. Amelia asked each participant on the community call
        i. [Listing product version at the certification results page](#)
29. [Ryan] Ryan to create draft mock-ups of separate specification pages for every project under MP for the site emijiang6@gmail.com will help Ryan St. James
    a. Ryan and Emily are working on this, starting with one specification.
    b. [draft mock-ups of separate specification pages #795](#)
    c. Example content
        i. 5.0 specs pages with download
        ii. Change log
        iii. Download button
            1. What else?
    d. Pages on MP.io
    e. Jakarta EE specifications do not need pages created.
    f. To be completed in Q2.

MicroProfile Marketing Meeting Minutes

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Swag

- The swag purchased with the 2022 budget has now been fully distributed. Handling this swag, including storage and shipping, consumed some of the 2023 budget.
- Kevin Sutter (former IBM) has been sent MicroProfile swag from the 2022 budget as requested (see [631]()). Is Tomitribe sending him more swag separately?
- Some working group members are interested in "self-service" swag outside of the MicroProfile working group budget (see issues [791]() and [792]()). This is something that the working group needs to come to a consensus on, including how to respect highly regulated corporate brands and Eclipse Foundation trademark guidelines.
- Reza will initiate a discussion and formal vote in the working group to resolve this matter.

Marketing Activities Backlog

30. Marketing meetings have very weak representation from working group members. This is an impediment to making a meaningful impact and execution.
31. Especially problematic as we need to create a concrete, actionable, prioritized, resourced/committed backlog of marketing activities aligned with the MicroProfile [annual program plan and budget](). The current marketing budget left is around $15K. See below for reference.
32. This task should ideally have taken place towards the beginning of the year. We should aim to complete it by May.
33. Reza to discuss this in the main MicroProfile call.
34. Reza suggested we should invite the Eclipse Foundation to share their perspectives on common working group marketing activities and practices.
35. Concrete items discussed so far:
    a. Official MicroProfile Tutorial(s) - maybe spend budget?
    b. More technical blogs/videos detailing changes in specifications - marketing to ask spec developers to produce raw material, but be responsible for the final product - maybe budget for this or ask for volunteering commitments?
    c. Conference sponsorship - maybe spend budget?
36. MicroProfile yearly program plan (for reference/discussion):
    - Program plan (slides): [https://docs.google.com/presentation/d/1G1tjAAxcF7LuYNh3zQHg86Wrr-BQikGP/edit?usp=sharing&ouid=105337742626157521641&rtpof=true&sd=true]()
    - Program plan (GitHub issues): [https://github.com/microprofile/microprofile-wg/issues/174]().
        - [Grow MicroProfile community #151]()

- - ○ [Define and track metrics on community outreach #150](#)
    - ○ [Continue to encourage participation across the wider community via mailing list, google group, and tweets. #149](#)
    - ○ [Empower the community with easily sharing their input via surveys and questionnaires #147](#)
    - ○ [Central location for promoting blogs, videos, products, etc that consume MicroProfile (highlight community content?) #146](#)
    - ○ [Maintain and grow community participation in Marketing #142](#)
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Metrics

- MicroProfile [metrics](#) need to be shared with the steering committee once a quarter. Specific members can do more if they desire.
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    a. It will be worked when a release has more than 3 implementations to highlight.
    b. StandBy – stronger release

Completed

- [[Committer & Contributor Swag] MP Swag Package 2022 #727](#)
  - ○ 2022 Spreadsheet [swag](#)
- [Reza] [[Social Media] Pay for Twitter Blue? #757](#) **Closed**
- Translations of MicroProfile 6.0 release announcement:
  - ○ German - Dmitry?
    - ■ [[Translation] Release MicroProfile 6.0 - Release Blog Post German Translation #737](#)
  - ○ Russian - Dmitry?
    - ■ [[Translation] Release MicroProfile 6.0 - Release Blog Post Russian Translation #736](#)
  - ○ Ryan to get these out as they are done. Will work with corresponding authors on social media content in each language.
- [IBM] [[Blog Contribution] MicroProfile 6, Jakarta EE 10, and Java SE 20 support in Open Liberty 23.0.0.3 release #794](#)
- [[2022 Swag Distribution] Logistics #790](#)

MicroProfile Marketing Meeting Minutes

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General links: Calendar, Github, Community Google Drive, External Google Drive
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- [Committer & Contributor Swag] MP Swag Package 2022 #727

April 17th, 2023

Monthly Dedicated Call Stewards: Schedule, Responsibilities, and wiki guidelines

Tweeted
Video
Agenda Template: here
Mktg & **MPWG** Repo Tickets:

Update metrics:
https://docs.google.com/spreadsheets/d/1NsEvXJ7g5dJ05lqw8a6IIvqxBk3f0rjbglA9wq5dnak/edit#gid=0

MicroProfilers: [Please add yourself]

- Amelia Eiras (Tomitribe)
- Ryan St James (Tomitribe)
- Emily Jiang (IBM)

Monthly stewards

- ALL

Agenda

General

DevRel/Community/Swag

- Simplifying/ scaling community self printing MP t-shirt #792
- [2023 - MP design Swag] Update designs to include new Members #791 - self-printing. Outside WG budget.

- ○ Approved logo for self-print t-shirt – Ryan to create a ticket. Complete before the next Steering Committee call!!!

DevNexus
- [Committer & Contributor Swag] MP Swag Package 2022 #727
  - ○ 2022 Spreadsheet swag

Social media & Announcements

- [Reza] [Social Media] Pay for Twitter Blue? #757 **Closed**

- Translations of MicroProfile 6.0 release announcement:

  - ○ German - Dmitry?
    - ■ [Translation] Release MicroProfile 6.0 - Release Blog Post German Translation #737
  - ○ Russian - Dmitry?
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  - ○ Ryan to get these out as they are done. Will work with corresponding authors on social media content in each language.
  - ○ Short google doc with steps for translations https://github.com/microprofile/microprofile-wg/issues/186 Amelia Eiras

Budget: Value-Added

John, Amelia

Content Contribution

- [IBM] [Blog Contribution] MicroProfile 6, Jakarta EE 10, and Java SE 20 support in Open Liberty 23.0.0.3 release #794

Website

30. [Martin/Ryan] [Website] Mention product versions in compatibility pages #735
    a. Proposal to be discussed further asynchronously on the mailing list.
    b. Amelia asked each participant on the community call
        i. Listing product version at the certification results page
31. Ryan to create draft mock-ups of separate specification pages for every project under MP for the site emijiang6@gmail.com will help Ryan St. James
    a. Example content

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](), Marketing [Repository](), MPWG [Repository](), Community [e-Forum](), Marketing e-[Forum](), MPWG [e-Forum]()
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General links: [Calendar](), [Github](), [Community Google Drive](), [External Google Drive]()
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<div align="right">

Archived Minutes

</div>

      i.   5.0 specs pages with download
      ii.   Change log
      iii.   Download button
           1. What else?
   b. Pages on MP.io
   c. Except for Jakarta EE

Open Tracing 3.0	Open API 3.0	Rest Client 3.0	Config 3.0
Fault Tolerance 4.0	Metrics 4.0	JWT Propagation 2.0	Health 4.0
CDI 3.0	JSON-P 2.0	JAX-RS 3.0	JSON-B 2.0
Jakarta Annotation 2.0			

Complete in Q2

Parked Content

13. [iJUG] [Update FAQs for Microprofile.io and Wiki #565]()
14. [John] [[Infra- Video Recording] Add visibility for the location of the meetings recordings #707]()

Metrics:

      i.   Who wishes to be the Content Contributing Reviewer in February?
           1. Emerson worked on content review for Q4 2022, and ongoing.
      ii.   [Inventory Mktg Repo]()
           1. 15 open git issues (beginning of 2023)
           2. 740 closed issues
           3. General social media Stats:
               a. Hootsuite
               b. Twitter 8310 followers - **won** 59 followers
               c. https://docs.google.com/spreadsheets/d/1jLDYFrdT-hI3DREVy7YYorZQfBt-WJkdx2a92yH4mks/edit?usp=sharing
               d.

        4. MPWG forum email: 81 subscribers- won 1 subscriber
        5. MP community email: 1262 subscribers - **lost** 5 subscribers in January
        6. MP marketing email: 36 subscribers - No change
        7. Mktg git repo: 32 watchers - won 1 watcher
        8. Website visitors?
            a. Check on what data we can get.
                i. Cookie banner needed.
        9. 2022 Contributors turned into Committers:
            a. Started 2023 with 53 committers by month
                i. 0 in January
                ii. X Feb
                iii. X Mar
                iv. X Apr
                v. X May
                vi. X Jun
                vii. X Jul
                viii. X Aug
                ix. X Sep
                x. X Oct
                xi. X Nov
                xii. X Dec
        10. Blogs contributed: ?
        11. 2023 MPWG new Members by month
            a. 0 in January

1. [Content Creation] Update MicroProfile 5.0 Whitepaper to encompass 6.0 #740
    a. It will be worked when a release has more than 3 implementations to highlight.
    b. StandBy – stronger release

Yearly Program Plan

MPWG repo tasks - 2022 Year
      ○ [Amelia/John] MicroProfilers volunteer to lead each task ticket
        https://github.com/microprofile/microprofile-wg/issues/174 :
      ○

1. Grow MicroProfile community #151
    a. Everyone
    b. Update from Emily:
        https://github.com/microprofile/microprofile-wg/issues/151#issuecomment-1244058402

2. Define and track metrics on community outreach #150
    a. John, Amelia
3. Continue to encourage participation across the wider community via mailing list, google group, and tweets. #149

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](), Marketing [Repository](), MPWG [Repository](), Community [e-Forum](), Marketing e-[Forum](), MPWG [e-Forum]()
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General links: [Calendar](), [Github](), [Community Google Drive](), [External Google Drive]()
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<p align="right">Archived Minutes</p>

4. [Empower the community with easily sharing their input via surveys and questionnaires #147]()
5. [Central location for promoting blogs, videos, products, etc that consume MicroProfile (highlight community content?) #146]()
   a. Ryan
6. [Maintain and grow community participation in Marketing #142]()
   a. All
7. [Strengthen the MicroProfile brand #138]()
   a. Amelia,
8. [Create a MicroProfile Champions Program #132]()
   a. Amelia,
9. [Create sitemap #70]()
   a. Provide more details about this task

Miscellaneous

15. [Amelia] Kevin's swag request
    a. [[swag] Requesting one last MicroProfile t-shirt, hoodie, whatever... #631]()

Tasks completed

April 3rd, 2023

Monthly Dedicated Call Stewards: [Schedule](), [Responsibilities](), and [wiki]() guidelines

Tweeted

Video
Agenda Template: here
Mktg & **MPWG** Repo Tickets:

Update metrics:
https://docs.google.com/spreadsheets/d/1NsEvXJ7g5dJ05lqw8a6IlvqxBk3f0rjbglA9wq5dnak/edit#gid=0

MicroProfilers: [Please add yourself]

- Ryan St. James (Tomitribe)

Monthly stewards

- ALL

Agenda

General

DevRel/Community/Swag

- Simplifying/ scaling community self printing MP t-shirt #792
- [2023 - MP design Swag] Update designs to include new Members #791 - self-printing. Outside WG budget.
  - Approved logo for self-print t-shirt – Ryan to create a ticket. Complete before the next Steering Committee call!!!

DevNexus
- [Committer & Contributor Swag] MP Swag Package 2022 #727
  - 2022 Spreadsheet swag

JavaLand Happening this week.
- [Committer & Contributor Swag] MP Swag Package 2022 #727
  - 2022 Spreadsheet swag

Social media & Announcements

- Translations of MicroProfile 6.0 release announcement:

MicroProfile Marketing Meeting Minutes

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- ○ German - Dmitry?
  - ■ [[Translation] Release MicroProfile 6.0 - Release Blog Post German Translation #737]()
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- ○ Short google doc with steps for translations https://github.com/microprofile/microprofile-wg/issues/186

Budget: Value-Added

John, Amelia

Content Contribution

- ● [IBM] [[Blog Contribution] MicroProfile 6, Jakarta EE 10, and Java SE 20 support in Open Liberty 23.0.0.3 release #794]()

Website

32. [Martin/Ryan] [[Website] Mention product versions in compatibility pages #735]()
    a. Proposal to be discussed further asynchronously on the mailing list.
    b. Amelia asked each participant on the community call
        i. [Listing product version at the certification results page]()
33. Ryan to create draft mock-ups of separate specification pages for every project under MP for the site
    a. Example content
        i. 5.0 specs pages with download
        ii. Change log
        iii. Download button
            1. What else?
    b. Pages on MP.io
    c. Except for Jakarta EE

Open Tracing 3.0	Open API 3.0	Rest Client 3.0	Config 3.0
Fault Tolerance 4.0	Metrics 4.0	JWT Propagation 2.0	Health 4.0
CDI 3.0	JSON-P 2.0	JAX-RS 3.0	JSON-B 2.0
Jakarta Annotation 2.0			

Parked Content

16. [iJUG] [Update FAQs for Microprofile.io and Wiki #565](#)
17. [John] [[Infra- Video Recording] Add visibility for the location of the meetings recordings #707](#)

Metrics:

     iii.   Who wishes to be the Content Contributing Reviewer in February?
            1.   Emerson worked on content review for Q4 2022, and ongoing.
     iv.   [Inventory Mktg Repo](#)
            1.   15 open git issues (beginning of 2023)
            2.   740 closed issues
            3.   General social media Stats:
                 a.   Hootsuite
                 b.   Twitter 8310 followers - **won** 59 followers
                 c.   https://docs.google.com/spreadsheets/d/1jLDYFrdT-hI3DREVy7YYorZQfBt-WJkdx2a92yH4mks/edit?usp=sharing
                 d.
            4.   MPWG forum email: 81 subscribers- won 1 subscriber
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            7.   Mktg git repo: 32 watchers - won 1 watcher
            8.   Website visitors?
            9.   2022 Contributors turned into Committers:
                 a.   Started 2023 with 53 committers by month
                     i.   0 in January
                    ii.   X Feb
                   iii.   X Mar
                   iv.   X Apr
                    v.   X May
                   vi.   X Jun
                  vii.   X Jul
                 viii.   X Aug
                   ix.   X Sep
                    x.   X Oct

MicroProfile Marketing Meeting Minutes

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          xi.   X Nov
          xii.   X Dec

10. Blogs contributed: ?
11. 2023 MPWG new Members by month
    a. 0 in January

2. [Content Creation] Update MicroProfile 5.0 Whitepaper to encompass 6.0 #740
    a. It will be worked when a release has more than 3 implementations to highlight.
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Yearly Program Plan

MPWG repo tasks - 2022 Year

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- ○

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        a. Provide more details about this task

Miscellaneous

18. [Amelia] Kevin's swag request
        a. [[swag] Requesting one last MicroProfile t-shirt, hoodie, whatever... #631](#)

Tasks completed

- [[Onboarding Primeton] Q&A Support #755](#)
- Translations of MicroProfile 6.0 release announcement:
  - Russian
  - German
- [[Onboarding Primeton] Q&A Support #755](#) open to provide support to Member. Close!
- [Release blog points to the wrong release](#)
- https://github.com/eclipse/microprofile-marketing/issues/772
-
-

March 20th, 2023

Monthly Dedicated Call Stewards: [Schedule](#), [Responsibilities](#), and [wiki](#) guidelines

Tweeted
[Video](#)
Agenda Template: [here](#)
[Mktg](#) & **[MPWG](#)** Repo Tickets:

Update metrics:
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MicroProfilers: [Please add yourself]

- Cesar Hernandez (Tomitribe)
- Dmitry Aleksandrov (Oracle) - Call Steward
- Ed Bratt (Oracle)
- Amelia Eiras (Tomitribe)

MicroProfile Marketing Meeting Minutes

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Monthly stewards

- Dmitry - March
  - [Onboard Dmitry to run March Meetings #788]()

Agenda

General

- Clean-up and prioritize agenda

Reza did this to some extent. More needs to be done to possibly make the meeting shorter, more productive and more focused. Dmitry will continue in March.

DevRel/Community/Swag

- [[2023 - MP design Swag] Update designs to include new Members #791]() - self-printing. Outside WG budget.
  - Approved logo for self-print t-shirt – Ryan to create a ticket. Complete before the next Steering Committee call!!!

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Budget: Value-Added

John, Amelia

Content Contribution

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MicroProfile Marketing Meeting Minutes

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Archived Minutes

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      ix. X Sep
      x. X Oct
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MPWG repo tasks - 2022 Year
   ○ [Amelia/John] MicroProfilers volunteer to lead each task ticket
     https://github.com/microprofile/microprofile-wg/issues/174 :
   ○
19. Grow MicroProfile community #151
   a. Everyone
   b. Update from Emily:
      https://github.com/microprofile/microprofile-wg/issues/151#issuecomment-124440
      58402

20. Define and track metrics on community outreach #150
   a. John, Amelia
21. Continue to encourage participation across the wider community via mailing list, google group, and tweets. #149
22. Empower the community with easily sharing their input via surveys and questionnaires #147
23. Central location for promoting blogs, videos, products, etc that consume MicroProfile (highlight community content?) #146
   a. Ryan
24. Maintain and grow community participation in Marketing #142
   a. All
25. Strengthen the MicroProfile brand #138
   a. Amelia,
26. Create a MicroProfile Champions Program #132
   a. Amelia,
27. Create sitemap #70
   a. Provide more details about this task

Miscellaneous

21. [Amelia] Kevin's swag request
   a. [swag] Requesting one last MicroProfile t-shirt, hoodie, whatever... #631

Tasks completed

MicroProfile Marketing Meeting Minutes

Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

<div align="right">

Archived Minutes

</div>

- Translations of MicroProfile 6.0 release announcement:
  - Russian
  - German
- [[Onboarding Primeton] Q&A Support #755]() open to provide support to Member. Close!

March 6th, 2023

Monthly Dedicated Call Stewards: [Schedule](), [Responsibilities](), and [wiki]() guidelines

Tweeted https://twitter.com/bercut2000/status/1632818842920534017
Agenda Template: [here]()
[Mktg]() & **[MPWG]()** Repo Tickets:

MicroProfilers: [Please add yourself]

- Dmitry Aleksandrov (Oracle)
- Cesar Hernandez (Tomitribe)
- Jan Westerkamp (iJUG)
- Amelia Eiras (Tomitribe)
- Emily Jiang (IBM)

Monthly stewards

- Dmitry - March
  - [Onboard Dmitry to run March Meetings #788]()

More folks really need to sign up to do this: [Monthly Mktg-Call Stewards](). Just two people is far too few. Reza requested Dmitry and Ed each sign up for two slots so we can close this topic for the year. Dmitry signed up for March. Can Payara sign up too? Reza to start specific discussion on this asynchronously, possibly with the working group.

Agenda

General

- Quorum

Quorum most likely not reached due to low attendance (are holidays a factor?). As a result, no decisions were made. Proposals to be discussed further asynchronously on the mailing list
Result: we are not a committee, just do the tickets.

- Clean-up and prioritize agenda

Reza did this to some extent. More needs to be done to possibly make the meeting shorter, more productive and more focused. Dmitry will continue in March.

DevRel/Community/Swag

DevNexus

- Send 10 hoodies and 100 stickers per speaker (Emily, Edwin, Josh) to DevNexus (to be picked up from the Microsoft booth). Swag to be given away during sessions.
- Can people in the community take some swag back for JUGs, companies?
    - 10 hoodies and 100 stickers - Philly JUG with Reza

JavaLand

- Ed Burn will care for 15 hoodies, plus Rustam, Emily..
- Follow up with Emerson, for updates.

Social media & Announcements

- Translations of MicroProfile 6.0 release announcement:

    - German - Dmitry?
        - [Translation] Release MicroProfile 6.0 - Release Blog Post German Translation #737
    - Russian - Dmitry?
        - [Translation] Release MicroProfile 6.0 - Release Blog Post Russian Translation #736
    - Ryan to get these out as they are done. Will work with corresponding authors on social media content in each language.

Website

36. [Martin/Ryan] [Website] Mention product versions in compatibility pages #735
    a. Need to come to a decision on whether to do this.
    b. Proposal to be discussed further asynchronously on the mailing list.

MicroProfile Marketing Meeting Minutes

Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

     c.   Amelia to ask each participant on the community call
37. Ryan to create draft mock-ups of separate specification pages for every project under MP for the site
    a. Example content
        i. 5.0 specs pages with download
        ii. Change log
        iii. Download button
            1. What else?
    b. Pages on MP.io
    c. Except for Jakarta EE

Open Tracing 3.0	Open API 3.0	Rest Client 3.0	Config 3.0
Fault Tolerance 4.0	Metrics 4.0	JWT Propagation 2.0	Health 4.0
CDI 3.0	JSON-P 2.0	JAX-RS 3.0	JSON-B 2.0
Jakarta Annotation 2.0			

Parked Content

Metrics:

       vii.   Who wishes to be the Content Contributing Reviewer in February?
            1. Emerson worked on content review for Q4 2022, and ongoing.
      viii.   [Inventory Mktg Repo]()
            1. 15 open git issues (beginning of 2023)
            2. 740 closed issues
            3. General social media Stats:
               a. Hootsuite
               b. Twitter 8310 followers - **won** 59 followers
               c. https://docs.google.com/spreadsheets/d/1jLDYFrdT-hI3DREVy7YYorZQfBt-WJkdx2a92yH4mks/edit?usp=sharing
               d.
            4. MPWG forum email: 81 subscribers- won 1 subscriber
            5. MP community email: 1262 subscribers - **lost** 5 subscribers in January

6. MP marketing email: 36 subscribers - No change
7. Mktg git repo: 32 watchers - won 1 watcher
8. Website visitors?
9. 2022 Contributors turned into Committers:
    a. Started 2023 with 53 committers by month
        i. 0 in January
        ii. X Feb
        iii. X Mar
        iv. X Apr
        v. X May
        vi. X Jun
        vii. X Jul
        viii. X Aug
        ix. X Sep
        x. X Oct
        xi. X Nov
        xii. X Dec
10. Blogs contributed: ?
11. 2023 MPWG new Members by month
    a. 0 in January

4. [Content Creation] Update MicroProfile 5.0 Whitepaper to encompass 6.0 #740
    a. It will be worked when a release has more than 3 implementations to highlight.

Yearly Program Plan

MPWG repo tasks - 2022 Year
   ○ [Amelia/John] MicroProfilers volunteer to lead each task ticket
     https://github.com/microprofile/microprofile-wg/issues/174 :
   ○
28. Grow MicroProfile community #151
    a. Everyone
    b. Update from Emily:
       https://github.com/microprofile/microprofile-wg/issues/151#issuecomment-1244058402

29. Define and track metrics on community outreach #150
    a. John, Amelia
    b. Update from Dmitry
       https://github.com/microprofile/microprofile-wg/issues/150#issuecomment-1258360823
30. Continue to encourage participation across the wider community via mailing list, google group, and tweets. #149
31. Empower the community with easily sharing their input via surveys and questionnaires #147
32. Central location for promoting blogs, videos, products, etc that consume MicroProfile (highlight community content?) #146

MicroProfile Marketing Meeting Minutes

Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

Archived Minutes

       a. Ryan
33. [Maintain and grow community participation in Marketing #142]()
       a. All
34. [Strengthen the MicroProfile brand #138]()
       a. Amelia,
35. [Create a MicroProfile Champions Program #132]()
       a. Amelia,
36. [Create sitemap #70]()
       a. Provide more details about this task

Miscellaneous

22. [Amelia] [Update FAQs for Microprofile.io and Wiki #565]()
23. [[Onboarding Primeton] Q&A Support #755]() open to provide support to Member.
24. [John] [[Infra- Video Recording] Add visibility for the location of the meetings recordings #707]()
25. [Amelia] Kevin's swag request
       a. [[swag] Requesting one last MicroProfile t-shirt, hoodie, whatever... #631]()

February 20th, 2023

Monthly Dedicated Call Stewards: [Schedule](), [Responsibilities](), and [wiki]() guidelines

Video: [here]()
Tweeted [N/A]
Agenda Template: [here]()
[Mktg]() & [MPWG]() Repo Tickets:

MicroProfilers:

- Ryan St. James Tomitribe
- Reza Rahman (Microsoft)
- Amelia Eiras (Tomitribe)

Agenda

Quorum

Quorum most likely not reached due to low attendance (are holidays a factor?). As a result, no decisions were made. Proposals to be discussed further asynchronously on the mailing list.

Monthly stewards

More folks really need to sign up to do this: [Monthly Mktg-Call Stewards](). Just two people is far too few. Reza requested Dmitry and Ed each sign up for two slots so we can close this topic for the year. Dmitry signed up for March. Can Payara sign up too? Reza to start specific discussion on this asynchronously, possibly with the working group.

Spending swag budget for 2022

We need to spend the remaining $15K from 2022 on hoodies and stickers very soon to avoid possible tax/spending complexities. We should look at spending some of this at DevNexus. Emerson and Reza are now official swag delegates for MicroProfile. Here is what is left over that we need to distribute:

- 250 hoodies
- 5000 stickers

DevNexus
- Send 10 hoodies and 100 stickers per speaker (Emily, Edwin, Josh) to DevNexus (to be picked up from the Microsoft booth). Swag to be given away during sessions.
- Send hoodies and stickers to vendor booths for distribution?
    - Microsoft, Payara, IBM confirmed
    - Oracle, Red Hat, Jakarta EE? Others?
    - 200 hoodies and 500 stickers?
- Can people in the community take some swag back for JUGs, companies?
    - 100 hoodies and 500 stickers?
    - 10 hoodies and 100 stickers - Philly JUG with Reza
- [Amelia] [Feb 16th - MPWG email about what is available with the 2022 $15K]()
    - [Spreadsheet - Swag Allocation - Steering Committee Members]() tracking and inventory history

JavaLand
- What do we do for JavaLand?

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](), Marketing [Repository](), MPWG [Repository](), Community [e-Forum](), Marketing e-[Forum](), MPWG [e-Forum]()
(formal communications),
General links: [Calendar](), [Github](), [Community Google Drive](), [External Google Drive]()
Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

<div align="right">

Archived Minutes

</div>

- To be discussed further asynchronously on the mailing list.

Clean-up and prioritize agenda

Reza did this to some extent. More needs to be done to possibly make the meeting shorter, more productive and more focused. Dmitry will continue in March.

Announcements

- Translations of MicroProfile 6.0 release announcement:
  - Japanese - done ([issue link]())
  - Spanish - done ([issue link]())
  - German - Dmitry?
    - [[Translation] Release MicroProfile 6.0 - Release Blog Post German Translation #737]()
  - Russian - Dmitry?
    - [[Translation] Release MicroProfile 6.0 - Release Blog Post Russian Translation #736]()
  - Portuguese - should probably be dropped.
    - [[Translation] Release MicroProfile 6.0 - Release Blog Post Portuguese Translation #739]()
  - Ryan to get these out as they are done. Will work with corresponding authors on social media content in each language.

Social media

[Amelia/Ryan] MP yearly scheduled social media:
1. [Consecutive Yearly Media Messages]() spreadsheet inventory
   a. [Ryan] [[Design Card] 2023 media #754](). Ryan has finished this. Will schedule them shortly.
      - [[2023 Yearly Social Media] Call to action: Highlighting MicroProfilers at Events #769]()
      - [[2023 Yearly Social Media] Call to action: Become a WordPress Contributor - blogs, sessions, webinars, etc #768]()
      - [[2023 Yearly Social Media] Call to action: MPWG Charter - highlight #767]()
      - [[2023 Yearly Social Media] Call to action: MPWG Submit Quote #765]()
      - [[2023 Yearly Social Media] Call to action: MPWG Prospectus highlight - Become a Member #766]()

- ■ [2023 social media - quarterly highlight] Budget and Program plan - Transparency
- ■ [2023 - Content Contribution - Social media Quarterly reminders] Emily & other IBMers- ebook
- ■ [2023 API call Social media Quarterly reminders] JSON Web Token - JWT
- ■ [2023 API call Social media Quarterly reminders] MP Context Propagation
- ■ [2023 API call Social media Quarterly reminders] MP GraphQL
- ■ [2023 API call Social media Quarterly reminders] MP Community
- ■ [2023 API call Social media Quarterly reminders] MP Technical
- ■ [2023 API call Social media Quarterly reminders] MP Metrics
- ■ [2023 API call Social media Quarterly reminders] Marketing
- ■ [2023 API call Social media Quarterly reminders] MP OpenAPI Call
- ■ [2023 API call Social media Quarterly reminders] MP Telemetry
- ■ [2023 Yearly Social Media] Call to action: Highlighting MicroProfilers at Events
- ■ [2023 Yearly Social Media] Call to action: Become a WordPress Contributor - blogs, sessions, webinars, etc
- ■ [2023 Yearly Social Media] Call to action: MPWG Charter - highlight
- ■ [2023 Yearly Social Media] Call to action: MPWG Prospectus highlight - Become a Member
- ■ [2023 Yearly Social Media] Call to action: MPWG Submit Quote

Website

38. [Martin/Ryan] [Website] Mention product versions in compatibility pages #735
    a. Need to come to a decision on whether to do this.
    b. Proposal to be discussed further asynchronously on the mailing list.
39. Ryan to create draft mock-ups of separate specification pages for every project under MP for the site
    a. Example content
        i. 5.0 specs pages with download
        ii. Change log
        iii. Download button
            1. What else?
    b. Pages on MP.io
    c. Except for Jakarta EE

MicroProfile Marketing Meeting Minutes

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[Archived Minutes](#)

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Jakarta Annotation 2.0			

Completed/resolved items

Social media

- Getting word out on DevNexus sessions
  - [[Social Media] DevNexus MicroProfile Content #758](#)
  - Jakarta EE and MicroProfile Highlights ([issue link](#))
  - Deep Dive MicroProfile 6.0 with Jakarta EE 10 ([issue link](#))
- [[Compatible Implementations Announcement] Oracle, Helidon 3.1 #756](#)

Website

- Payara has rejoined MicroProfile. Payara has been added to the website ([issue link](#)) including quote from Steve Millidge ([issue link](#)).
- Streamline speaker call to action ([issue link](#)).

Feb 6th, 2023

Monthly Dedicated Call Stewards: [Schedule](#), [Responsibilities](#), and [wiki](#) guidelines

Tweet [here](#). Video [here](#).
Agenda Template: [here](#)
[Mktg](#) & [MPWG](#) Repo Tickets:

MicroProfilers:

- Reza Rahman (Microsoft)
- Ryan St James (Tomitribe)
- Ed Bratt (Oracle)
- Dmitry Aleksandrov (Oracle)

Agenda

Monthly stewards

More folks really need to sign up to do this: [Monthly Mktg-Call Stewards](#). Just two people is far too few. Reza requested Dmitry and Ed each sign up for two/three slots so we can close this topic for the year.

Payara rejoins

Payara has rejoined the MPWG. Need to a[dd Payara logo to website:](#) [https://microprofile.io/workinggroup/# #772](#). Ryan to take care of this and follow up with regards to testimonials. Reza will help coordinate.

Clean-up and prioritize agenda

Reza did this to some extent. More needs to be done to possibly make the meeting shorter, more productive and more focused. Dmitry will continue in March.

Announcements

- [Ed/Amelia/Ryan] [[Compatible Implementations Announcement] Oracle, Helidon 3.1 #756](#)
  - Ed fixed the issue with the trademark wrong name
  - Ed provided TCK link
  - Ryan will take care of the rest
- Translations of MicroProfile 6.0 release announcement:
  - Japanese - Kenji [[Translation] Release MicroProfile 6.0 - Release Blog Post Japanese Translation #773](#)
  - German- Dmitry [[Translation] Release MicroProfile 6.0 - Release Blog Post German Translation #737](#)
  - Russian - Dmitry [[Translation] Release MicroProfile 6.0 - Release Blog Post Russian Translation #736](#)
  - Portuguese (????) [[Translation] Release MicroProfile 6.0 - Release Blog Post Portuguese Translation #739](#)
  - Ryan to get these out as they are done. Will work with corresponding authors on social media content in each language

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](), Marketing [Repository](), MPWG [Repository](), Community [e-Forum](), Marketing e-[Forum](), MPWG [e-Forum]()
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<p align="right">Archived Minutes</p>

Social media

[Amelia/Ryan] MP yearly scheduled social media:

2. [Consecutive Yearly Media Messages]() spreadsheet inventory
   a. [Ryan] [[Design Card] 2023 media #754]() to create a few drafts for 2023 design cards to enable feedback before scheduling media. Ryan will finish this by this week and present ideas.
      - [[2023 Yearly Social Media] Call to action: Highlighting MicroProfilers at Events #769]()
      - [[2023 Yearly Social Media] Call to action: Become a WordPress Contributor - blogs, sessions, webinars, etc #768]()
      - [[2023 Yearly Social Media] Call to action: MPWG Charter - highlight #767]()
      - [[2023 Yearly Social Media] Call to action: MPWG Submit Quote #765]()
      - [[2023 Yearly Social Media] Call to action: MPWG Prospectus highlight - Become a Member #766]()

Spending swag budget for 2022

We need to spend the remaining $15K from 2022 on hoodies. Reza to catch up with Emerson as to whether this is done yet. If it's done, can we use it for DevNexus, etc?

DevNexus

- Send 10 shirts/hoodies and 100 stickers per speaker (Emily, Edwin, Josh) to DevNexus address directly. Swag to be given away during sessions. Reza will work with Emerson on this.
- Send shirts/hoodies (20) and stickers (200) to Jakarta EE booth (Ivar, Tanja)? Reza is following up.
- Can we just use the hoodies from the 2022 budget or do we need to order more [shirts]()? Reza is following up.

Website

40. [[Website improvement] Resources page add Speaker call to action guidelines #770]()
    a. Nobody uses this. This will be removed to streamline site
41. [Martin/Ryan] [[Website] Mention product versions in compatibility pages #735]()
    a. Ryan will add compatible product versions

42. [Ryan] to create draft mock-ups of Specification pages for every project under MP for the MP site.
    a. Example
        i. 5.0 specs pages with download
        ii. Change log
        iii. Download button
            1. What else?
    b. Pages on MP.io
    c. Except for Jakarta EE

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CDI 3.0	JSON-P 2.0	JAX-RS 3.0	JSON-B 2.0
Jakarta Annotation 2.0			

Parked Content

Metrics:

        ix. Who wishes to be the Content Contributing Reviewer in February?
            1. Emerson worked on content review for Q4 2022, and ongoing.
        x. Inventory Mktg Repo
            1. 15 open git issues (beginning of 2023)
            2. 740 closed issues
            3. General social media Stats:
                a. Hootsuite
                b. Twitter 8310 followers - **won** 59 followers
            4. MPWG forum email: 81 subscribers- won 1 subscriber
            5. MP community email: 1262 subscribers - **lost** 5 subscribers in January
            6. MP marketing email: 36 subscribers - No change
            7. Mktg git repo: 32 watchers - won 1 watcher
            8. Website visitors?
            9. 2022 Contributors turned into Committers:
                a. Started 2023 with 53 committers by month
                    i. 0 in January
                    ii. X Feb
                    iii. X Mar
                    iv. X Apr
                    v. X May
                    vi. X Jun
                    vii. X Jul
                    viii. X Aug

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing e-[Forum](#), MPWG [e-Forum](#) (formal communications),
General links: [Calendar](#), [Github](#), [Community Google Drive](#), [External Google Drive](#)
Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

Archived Minutes

        ix.   X Sep
        x.   X Oct
        xi.   X Nov
        xii.   X Dec

10. Blogs contributed: ?
11. 2023 MPWG new Members by month
    a. 0 in January

5. [Content Creation] Update MicroProfile 5.0 Whitepaper to encompass 6.0 #740
   a. It will be worked when a release has more than 3 implementations to highlight.

Yearly Program Plan

MPWG repo tasks - 2022 Year
- [Amelia/John] MicroProfilers volunteer to lead each task ticket
  https://github.com/microprofile/microprofile-wg/issues/174 :
-

37. Grow MicroProfile community #151
    a. Everyone
    b. Update from Emily:
       https://github.com/microprofile/microprofile-wg/issues/151#issuecomment-1244058402

38. Define and track metrics on community outreach #150
    a. John, Amelia
    b. Update from Dmitry
       https://github.com/microprofile/microprofile-wg/issues/150#issuecomment-1258360823

39. Continue to encourage participation across the wider community via mailing list, google group, and tweets. #149

40. Empower the community with easily sharing their input via surveys and questionnaires #147

41. Central location for promoting blogs, videos, products, etc that consume MicroProfile (highlight community content?) #146
    a. Ryan

42. Maintain and grow community participation in Marketing #142
    a. All

43. Strengthen the MicroProfile brand #138
    a. Amelia,

44. [Create a MicroProfile Champions Program #132](#)
    a. Amelia,
45. [Create sitemap #70](#)
    a. Provide more details about this task

Miscellaneous

26. [Amelia] [Update FAQs for Microprofile.io and Wiki #565](#)
27. [Onboarding Primeton] Q&A Support #755 open to provide support to Member.
28. [John] [Infra- Video Recording] Add visibility for the location of the meetings recordings #707
29. [Amelia] Kevin's swag request
    a. [swag] Requesting one last MicroProfile t-shirt, hoodie, whatever... #631

Completed/resolved items

- Add quote from Microsoft ([issue link](#))

January 23rd, 2023

Monthly Dedicated Call Stewards: [Schedule](#) & [Responsibilities](#) & [wiki](#) guidelines

Tweeted Photo <> [Video](#)
Agenda Template: [here](#)
Mktg & **MPWG** Repos Tickets:

MicroProfilers: *[add yourself to the minutes & help with the write-up]*

- Ryan St James (Tomitribe) - Steward
- Amelia Eiras (Tomitribe) - Steward
- Reza Rahman (Microsoft) - Steward
- Jan Westerkamp (iJUG)
- Ed Bratt (Oracle)

MicroProfile Marketing Meeting Minutes

Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

Constant Priority: Diverse MicroProfilers leading the work by month

1. **[**Monthly Stewards**]** [Monthly Mktg-Call Stewards](#) requires attention and everyone's care.
   b. January: Amelia /Ryan
   c. Metrics and Stats:
      i. Who wishes to be the Content Contributing Reviewer in January?
      ii. [Inventory Mktg Repo](#)
         1. 15 open git issues (beginning of 2023)
         2. 730 closed issues
         3. Twitter 8251 followers (increase and decrease)
         4. MPWG forum email: 80 subscribers
         5. MP community email: 1267 subscribers
         6. MP marketing email: 36 subscribers
         7. Mktg git repo: 31 watchers
         8. Website visitors: ?
         9. 2022 Contributors turned into Committers:
            a. Started with 51 committers
            b. Ended 2022 with
               i. 53 Committers
               ii. 1 MPWG member became a Committer by Charter choice, iJUG
               iii. 1 contributor became a committer based on Repo work
         10. Blogs contributed: ?
         11. 2022 MPWG new Members who joined the group.

Agenda

Announcements

- [Ed/Amelia/Ryan] [[Compatible Implementations Announcement] Oracle, Helidon 3.1 #756](#)

- - ○ Wrong MP name- needs fixing before import to MP.io and social media
- [All] [MP 6.0 Release]
  - ○ [Release MicroProfile 6.0 #726](#)
    - ■ Translations:
      - German [\[Translation\] Release MicroProfile 6.0 - Release Blog Post German Translation #737](#)
      - Russian [\[Translation\] Release MicroProfile 6.0 - Release Blog Post Russian Translation #736](#)
      - Portuguese [\[Translation\] Release MicroProfile 6.0 - Release Blog Post Portuguese Translation #739](#)

  - ○ MicroProfile White paper - [Link](#) - (git [ticket here](#))

Social Media: Communicating

3. [\[Social Media\] DevNexus MicroProfile Content #758](#)
4. [Ryan/Emerson] Spanish [\[Translation\] Release MicroProfile 6.0 - Release Blog Post Spanish Translation #738](#)
5. [Amelia/Ryan] MP yearly constant social media:
   a. [\[Design Card\] 2023 media #754](#)
   b. [Consecutive Yearly Media Messages](#)
   c. 2023 design card needs to be created and approved by microprofilers

DevRel/Community/Swag - Thanks to the global Community - Commiters

1. [2022 budget] usage update
   a. [\[2022 swag update\] Tshirt and Hoodie design update #712](#)
      i. [\[microprofile-wg\] 2022 Marketing Proposal](#) EMO Nov 22, 2022, MPWG forum email to use the ~$15,000 budget of 2022.

Presence at conferences

1. [Devnexus]
   a. There is a Jakarta Track at DevNexus
      i. MPWG could send (10 shirts/100 stickers) to DevNexus address directly so that all Speakers, who have accepted sessions about MicroProfile can give them away during their sessions to attendees.
      ii. Speakers are Emily, Josh and Edwin: https://devnexus.com/presentations.

MicroProfile Marketing Meeting Minutes

Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

Archived Minutes

      iii.   Reza to work with Emerson on swag.
      iv.   Should someone bring extra shirts/stickers to distribute? 100 shirts and 500 stickers?

Website: Source of truth

43. [Ryan] Spec pages for all versions on MP site.
    a. Example
        i. 5.0 specs pages with download
        ii. Change log
        iii. Download button
            1. What else?
    b. Ryan to create mockup
44. [MPWG page] Add Quote guidelines under Testimonials #760
45. Pages for all on MP.io

Open Tracing 3.0	Open API 3.0	Rest Client 3.0	Config 3.0
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Jakarta Annotation 2.0			

THE TOPICS BELOW WERE NOT DISCUSSED

Budget: Value-Added

John, Amelia,

1. [MPWG tab update] 2023 Budget and Project plan #753 imports to the MPWG plan and budget

Content Contribution

6. [Content Creation] Update MicroProfile 5.0 Whitepaper to encompass 6.0 #740
7. [Quote Submission] Microsoft #759

Documentation

1. [Amelia] Update FAQs for Microprofile.io and Wiki #565
2. [iJUG- Jan] [Documentation] MP Wikipedia #693
3.

Yearly Program Plan Progress

John, Amelia,

MPWG repo tasks 2023 Year - create the issues and start tracking.
   a.

Metrics & Statistics

Refer to Steward constant information and help add, and adjust topics

Miscellaneous

30. [Onboarding Primeton] Q&A Support #755
31. [John] [Infra- Video Recording] Add visibility for the location of the meetings recordings #707
32. [Amelia] Kevin's swag request

MicroProfile Marketing Meeting Minutes

Note: MicroProfilers are welcomed to add topics to the call agenda/git issues by [your name] as the agenda item creator before the topic. Items lacking her/his identified creator will be deleted.

      a. [swag] Requesting one last MicroProfile t-shirt, hoodie, whatever... #631

Completed tasks:

6. [Blog Contribution] Fast iterative cloud-native Java application development with Liberty Tools #752
7. Mastodon
    a. MP Mastodon (add to Hootsuite) #749
        - add Mastodon to Hootsuite.
        - Not possible b/c Hootsuite cannot add Mastodon.

January 9th, 2023

Monthly Dedicated Call Stewards: Schedule & Responsibilities & wiki guidelines

Tweeted Photo <> Video
Agenda Template: here
Mktg & **MPWG** Repos Tickets:

MicroProfilers: *[add yourself to the minutes & help with the write-up]*

- Ryan St James (Tomitribe) - Steward
- Amelia Eiras (Tomitribe) - Steward
- Emily Jiang (IBM)
- Reza Rahman (Microsoft)
- Ed (Oracle)

Constant Priority: Diverse MicroProfilers leading the work by month

2. **[**Monthly Stewards**]** [Monthly Mktg-Call Stewards](#) requires attention and everyone's care.
   d. January:
      i. Amelia /Ryan
      ii. Who wishes to be the Content Contributing Reviewer in January?
      iii. [Inventory Mktg Repo](#)
         1. 15 open git issues (beginning of 2023)
         2. 730 closed issues
         3. Twitter 8251 followers (increase and decrease)
         4. MPWG forum email: 80 subscribers
         5. MP community email: 1267 subscribers
         6. MP marketing email: 36 subscribers
         7. Mktg git repo: 31 watchers
         8. Website visitors: ?
         9. 2022 Contributors turned into Committers: ?
         10. Blogs contributed: ?
         11. 2022 MPWG new Members who joined the group: **2**

   e. 2023 Stewards- Recommended **2** MicroProfilers per month with a **max of 2 months** volunteering.

Agenda

Announcements

- [All] [MP 6.0 Release]
  - [Release MicroProfile 6.0 #726](#) contains multiple tasks
    - Blog announcement
    - Presentation
    - Social media
      - Need tweet message
      - Image made
    - Translations:
      - German [\[Translation\] Release MicroProfile 6.0 - Release Blog Post German Translation #737](#)
      - Russian [\[Translation\] Release MicroProfile 6.0 - Release Blog Post Russian Translation #736](#)

MicroProfile Marketing Meeting Minutes

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<div align="right">**Archived Minutes**</div>

- Spanish [[Translation] Release MicroProfile 6.0 - Release Blog Post Spanish Translation #738]()
- Portuguese [[Translation] Release MicroProfile 6.0 - Release Blog Post Portuguese Translation #739]()

  - MicroProfile Whitepaper - [Link]() - (git [ticket here]())

Social Media: Communicating

8. MP yearly constant social media:
   a. [Consecutive Yearly Media Messages]()
   b. 2023 design card needs to be created and approved by microprofilers
   c. Every task needs a git ticket, are there volunteers?

9. Mastodon
   a. [MP Mastodon (add to Hootsuite) #749]()
      - add Mastodon to Hootsuite.

BELOW ARE THE TOPICS NOT DISCUSSED DURING THE CALL.

DevRel/Community/Swag - Thanks to the global Community - Commiters

2. [2022 budget]
   a. [[2022 swag update] Tshirt and Hoodie design update #712]()
      i. [[microprofile-wg] 2022 Marketing Proposal]() EMO Nov 22, 2022, MPWG forum email to use the ~$15,000 budget of 2022.

Presence at conferences

2. [Devnexus]
   a. There is a Jakarta Track at DevNexus

        i.   MPWG could send (10 shirts/100 stickers) to DevNexus address directly so that all Speakers, who have accepted sessions about MicroProfile can give them away during their sessions to attendees

Budget: Value-Added

John, Amelia,

    2. 2023 approved budget
        a. [Program Plan and Budget](#)
            i.   Need to be updated in the Website MPWG tab

Content Contribution

8. [\[Content Creation\] Update MicroProfile 5.0 Whitepaper to encompass 6.0 #740](#)
9. [\[Blog Contribution\] Fast iterative cloud-native Java application development with Liberty Tools #752](#)

Website: Source of truth

    46.

Documentation

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-

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Completed tasks:

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