

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](#)

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[Archived Minutes](#)

Dec 9th, 2024

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

Agenda Template: here and video recordings [here](#)

[Mktg](#) & [MPWG](#) Repo Tickets

MicroProfilers: [Please add yourself]

- Amelia Eiras (Tomitribe)
- Luqman Saeed
- Ryan St. James (Tomitribe)
- Tarun Telang

Dec Stewards

- Amelia/Luqman

Agenda

General

- Ostfalia University - Guest member needs to be added to MP.io. [New Members' guidelines](#)
 - Bernd Müller and Kai Gutenschwager (Ostfalia University of Applied Sciences, Faculty of Computer Science)
 - [Re: \[microprofile-wg\] \[microprofile\] Fwd: Welcome Ostfalia University as a Guest Member of the Jakarta EE Working Group and MicroProfile Working Group as well!](#)
 - [Bernd Müller - MPWG Introductory Message](#)

Releases:

- MP 7 - [MicroProfile 7 Presentation #961](#)

Content

- Tarun - MPWG Technical Tutorial -
 - [\[Paid Services - Documentation by Tarun Telang\] MP API Tutorials #847](#)
 - 7 chapters are completed in the github
 - 2 chapters are 80% done
 - 2 chapters need to be written that makes up for the 20% of work left to do
 - 11 chapters total
 - MP Holiday vacation starts on the 16th of December - We are back on January 6th.

Budget

Website

- Ryan - [How to contribute CTA on website #995](#)
- Ryan - [Presentation website adjustments #994](#) (done)
- Ryan- [Website Review \(Click around & discuss changes\) #993](#)
 - 30 mins of the call were used to review the website
 - Ryan will create tickets per tab and action
 -
- Ryan - [GraphQL is missing from https://microprofile.io/specifications/ #989](#)
- Ryan - [\[Website - Branding Resources on Swag \] Simplifying/ scaling community self printing MP t-shirt #792](#)
- Amelia - [\[Documentation - Website \] Update FAQs for Microprofile.io #565](#)

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Social Media

Community Outreach Activities/ Event

Infrastructure

Measurable marketing performance

Completed Tasks

Nov 11th, 2024

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

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MicroProfilers: [Please add yourself]

-

Nov Stewards

- All

Agenda

General

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Content

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Budget

- [Emerson] What's the remaining budget in 2024?
 - Per Sharon's email to steering committee call
 - Discretionary: Community Development and Outreach
 - Approved \$10,500
 - Spend to date \$4,200 (DevNexus - t shirts, banner, stickers)
 - **Remaining \$6,300**
 - Discussion on how to spend the money as follows
 - Proposal A) - Have Clark with Tarun to update the Tutorial to include
 - Update to MicroProfile 7.0
 - MicroProfile Telemetry - logging and metrics update
 - MicroProfile Graph QL
 - MicroProfile Reactive Messaging
 - Proposal B) Create a permanent travel banners 3 in total :
 - [Marketing Logistics - Design and Provide 3 Floating pull-up Banners for Events #981](#)
 - 1 for Emily (EU)
 - 1 for Emerson (US)
 - 1 for the EF office in EU
 - Proposal C) Buy more SWAG to be shipped to JUGs
 - Ex: 30 shirts to a JUG for members who provide a MicroProfile update.
 - Or SWAG for conference speakers or sponsor coffee at Conference

Website

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Social Media

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Completed Tasks

Oct 28th, 2024

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- John Clingan (Red Hat)
- Ryan St. James (Tomitribe)
- Emily Jiang (IBM)

October Stewards

- All

Agenda

General

- **MPWG Calendar:** December MP Holiday Vacation : Dec 23rd through January 6th.
- [2025 Program plan](#)
 - John will send an email to the working group and community about asking for feedback on the program plan. (Nov 4th feedback deadline)
- Review the Marketing github tickets
<https://github.com/eclipse/microprofile-marketing/issues>
 - Cleaned up old tickets and 10 tickets are left.

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- MP 7 - [MicroProfile 7 Presentation #961](#)

Content

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 - [\[Paid Services - Documentation by Tarun Telang\] MP API Tutorials #847](#) Last update in the ticket was March 2nd.
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 - `jclingan@redhat.com` will look at this ticket

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Community Outreach Activities/ Events

- [Emerson] [\[Event Marketing / Community Outreach\] 2024 DevNexus Leftovers #905](#)

Infrastructure

-

Website

- [Ryan/Emily]
- **All specs pages will go live Oct 14th**
- [Specifications home page #974](#)
- [\[Website Improvements\] Individual component specification pages \(see Jakarta specification pages for reference\) MPWG repo #145 #828](#)
 - Ryan will connect with Emily to push this task forward.
 - [Website menu restructure #927](#)
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- Oracle - [\[Compatible Implementations Announcement\] Product Name, Version #968](#)
- [Emerson] [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)
- [Emily] [Cloud Native Survey promotion #947](#)
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Measurable marketing performance

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 - Results deck: (Google Drive) [MicroProfile-Performance.pptx](#)

Yearly program plan

- MPWG Repository tasks
 - [2024 Program Plan tickets](#)
- [2024] [Program plan Slides](#)

Completed Task

- Emerson - [\[Blog Contribution\] MicroProfile Booth Experience at DevNexus 2024 #971](#) (done)

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Oct 14th, 2024

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- Emily Jiang (IBM)
- John Clingan (Red Hat)
- Ryan St. James
- Emerson Castaneda (Committer Rep)

October Stewards

- All

Agenda

General

- [2025 Program plan](#)

Releases:

- MP 7 - [MicroProfile 7 Presentation #961](#)

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Community Outreach Activities/ Events

- [Emerson] [\[Event Marketing / Community Outreach\] 2024 DevNexus Leftovers #905](#)

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Eclipse OCX ("Open Community Exchange") ([link](#)) [Ticket](#)

Infrastructure

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Social Media

- Oracle - [\[Compatible Implementations Announcement\] Product Name, Version #968](#)

- [Emerson] [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)
- [Emily] [Cloud Native Survey promotion #947](#)
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Sept Stewards

- All

Agenda

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Yearly program plan

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Completed Task

Sept 16th, 2024

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Sept Stewards

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- [Amelia] 2025—The EMO sent an email reminder to the MPWG steering committee Planning so that the MP Community can start discussing 2025 goals.

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[Archived Minutes](#)

-

Social Media

- Oracle - [\[Compatible Implementations Announcement\] Product Name. Version #968](#)
- [Emerson] [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)
- [Emily] [Cloud Native Survey promotion #947](#)
-

Measurable marketing performance

- Metrics:
<https://trends.google.com/trends/explore?date=2016-01-01%202024-03-18&q=MicroProfile>
 - Need more time to cover. Set aside 15 minutes in a future call to discuss some insights into results.
 - Results deck: (Google Drive) [MicroProfile-Performance.pptx](#)

Yearly program plan

- MPWG Repository tasks
 - [2024 Program Plan tickets](#)
- [2024] [Program plan Slides](#)
-

Aug 19th, 2024

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

Agenda Template: [here](#) and video recordings [here](#)
Mktg & MPWG Repo Tickets

MicroProfilers: [Please add yourself]

- Amelia Eiras (Tomitribe)
- Ryan St James (Tomitribe)
- Emily Jiang (IBM)
- Majid Mostafavi (Iranian JUG)

June Stewards

- All

Agenda

General

Releases:

MicroProfile 7.0 release

- Status of leading MicroProfile 7.0 marketing release? Delivery date moved to August 13th. Git issue [here](#).
 - [\[MPWG Releases\] Announcement Blog - MicroProfile 7.0 #949](#)
 - [Release MP 7.0 #945](#)
 - Ryan will create tickets for
 - 7.0 presentation
 - Blog release
 - Compatible page 7
 - Website update page list
 - Sm
 - Release
 - Compatibility

Content

- MPWG Technical Tutorial - By Tarun
 - [\[Paid Services - Documentation by Tarun Telang\] MP API Tutorials #847](#) Last update in the ticket was March 2nd.
 - Emily will follow up on the ticket about the next steps
- [MicroProfile API Javadoc for top-level umbrella specification #893](#)

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

- [\[Documentation\] Update Jakarta/MicroProfile Messaging Slides #831](#)
 - Replied to Jan in the ticket, and +Amelia and John
- [\[Documentation - Website \] Update FAQs for Microprofile.io #565](#)
 - jclingan@redhat.com will look at this ticket
-

Budget

- [Emerson] What's the remaining budget?
 - [\[2024 Budget\] Expenses and available budget after DevNexus 2024 #906](#)

Community Outreach Activities/ Events

- [Emerson] [\[Event Marketing / Community Outreach\] 2024 DevNexus Leftovers #905](#)

Eclipse OCX ("Open Community Exchange") ([link](#))

- Follow up on latest progress and opportunities for collaboration (probably with Clark and/or Paul).
 - The MicroProfile budget includes \$2,500 for Eclipse events. Does this include OCX? Or does this require additional budget?
 - Booth?
 - Logo placement?
 - Sponsorship includes?

Infrastructure

-

Website

- Ed [Broken link, MicroProfile Compatible Implementations page #957](#)
- [Ryan/Emily] [\[Website Improvements\] Individual component specification pages \(see Jakarta specification pages for reference\) MPWG repo #145 #828](#)
 - Ryan will connect with Emily to push this task forward.
 - [Website menu restructure #927](#)
 - [Website menu restructure](#)

- [Missing MicroProfile Rest Client Specifications page #954](#)
- [Jakarta EE Specifications page #940](#)
- [Health Specifications page #939](#)
- [JWT Auth Specifications page #938](#)
- [Metrics Specifications page #937](#)
- [Fault Tolerance Specifications page #936](#)
- [Config Specifications page #935](#)
- [Rest Client Specification page #934](#)
- [Open API Specifications page #933](#)
- [Telemetry Specifications page #932](#)
 - Push spec page content
 - What is the % of completion of content for release. Agreed that 4 Specs are needed to be completed to publish the new page.
 - (Ryan) will reach out to spec meetings
- [Ryan] [\[Website - Branding Resources on Swag \] Simplifying/ scaling community self-printing MP t-shirt #792](#)
-

Social Media

- [Emerson] [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)
- [Emily] [Cloud Native Survey promotion #947](#)
-

Measurable marketing performance

- Metrics:
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Yearly program plan

- MPWG Repository tasks
 - [2024 Program Plan tickets](#)
- [2024] [Program plan Slides](#)

MicroProfile Marketing Meeting Minutes

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[Archived Minutes](#)

Aug 5th, 2024

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

Agenda Template: [here](#) and [video](#) recordings here
[Mktg](#) & [MPWG](#) Repo Tickets

MicroProfilers: [Please add yourself]

- Ryan St James (Tomitribe)
- John Clingan (Red Hat)
- Luqman Saeed (Payara)

June Stewards

- All

Agenda

General

Releases:

- [John/Emily] We need to begin working on [MicroProfile 7.0 Marketing plan](#)
 - Target release date - August 6th
 - MP 7.0 Release [github issue](#).
 - [Release MP 7.0 #945](#)

Content

- MPWG Technical Tutorial - By Tarun
 - [\[Paid Services - Documentation by Tarun Telang\] MP API Tutorials #847](#) Last update in the ticket was March 2nd.
 - Jon will follow up on the ticket about the next steps
- [MicroProfile API Javadoc for top-level umbrella specification #893](#)
- [\[Documentation\] Update Jakarta/MicroProfile Messaging Slides #831](#)
 - Replied to Jan in the ticket +Amelia and John
- [\[Documentation - Website \] Update FAQs for Microprofile.io #565](#)
 - jclingan@redhat.com will look at this ticket

MicroProfile 7.0 release

- Status of leading MicroProfile 7.0 marketing release? Delivery date moved to August 13th. Git issue [here](#).

Budget

- [Emerson] What's the remaining budget?
 - [\[2024 Budget\] Expenses and available budget after DevNexus 2024 #906](#)

Community Outreach Activities/ Events

- [Emerson] [\[Event Marketing / Community Outreach\] 2024 DevNexus Leftovers #905](#)

Eclipse OCX ("Open Community Exchange") ([link](#))

- Follow up on latest progress and opportunities for collaboration (probably with Clark and/or Paul).
 - The MicroProfile budget includes \$2,500 for Eclipse events. Does this include OCX? Or does this require additional budget?
 - Booth?
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MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

Infrastructure

-

Website

- [Ryan/Emily] [\[Website Improvements\] Individual component specification pages \(see Jakarta specification pages for reference\) MPWG repo #145 #828](#)
 - Ryan will connect with Emily to push this task forward.
 - [Website menu restructure](#)
- [Ryan] [\[Website - Branding Resources on Swag \] Simplifying/ scaling community self-printing MP t-shirt #792](#)
-

Social Media

- [Emerson] [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)
- [Emily] [Cloud Native Survey promotion #947](#)
-

Measurable marketing performance

- Metrics:
 - <https://trends.google.com/trends/explore?date=2016-01-01%202024-03-18&q=MicroProfile>
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 - Results deck: (Google Drive) [MicroProfile-Performance.pptx](#)

Yearly program plan

- MPWG Repository tasks
 - [2024 Program Plan tickets](#)
- [2024] [Program plan Slides](#)

Completed tasks

- [Amelia/Emerson] [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)
- Amelia [\[Social Media\] 2024 Hootsuite Renewal Subscription - Completed #941](#)
-

July 22nd, 2024

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

Agenda Template: [here](#) and video recordings [here](#)
[Mktg](#) & [MPWG](#) Repo Tickets

MicroProfilers: [Please add yourself]

- Amelia Eiras (Tomitribe)
- John Clingan (Red Hat)

June Stewards

- All

Agenda

General

Releases:

- [John/Emily] We need to begin working on [MicroProfile 7.0 Marketing plan](#)
 - Target release date - August 6th
 - MP 7.0 Release [github issue](#).
 - [Release MP 7.0 #945](#)

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

Content

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- [\[Documentation\] Update Jakarta/MicroProfile Messaging Slides #831](#)
 - Replied to Jan in the ticket +Amelia and John
- [\[Documentation - Website \] Update FAQs for Microprofile.io #565](#)
 - jclingan@redhat.com will look at this ticket

MicroProfile 7.0 release

- Status of leading MicroProfile 7.0 marketing release? Delivery date moved to August 13th. Git issue [here](#).

Budget

- [Emerson] What's the remaining budget?
 - [\[2024 Budget\] Expenses and available budget after DevNexus 2024 #906](#)

Community Outreach Activities/ Events

- [Emerson] [\[Event Marketing / Community Outreach\] 2024 DevNexus Leftovers #905](#)

Eclipse OCX ("Open Community Exchange") ([link](#))

- Follow up on latest progress and opportunities for collaboration (probably with Clark and/or Paul).
 - The MicroProfile budget includes \$2,500 for Eclipse events. Does this include OCX? Or does this require additional budget?
 - Booth?
 - Logo placement?
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Infrastructure

-

Website

- [Ryan/Emily] [\[Website Improvements\] Individual component specification pages \(see Jakarta specification pages for reference\) MPWG repo #145 #828](#)
 - Ryan will connect with Emily to push this task forward.
 - [Website menu restructure](#)
- [Ryan] [\[Website - Branding Resources on Swag \] Simplifying/ scaling community self-printing MP t-shirt #792](#)
-

Social Media

- [Emerson] [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)
- [Emily] [Cloud Native Survey promotion #947](#)
-

Measurable marketing performance

- Metrics:
 - <https://trends.google.com/trends/explore?date=2016-01-01%202024-03-18&q=MicroProfile>
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Yearly program plan

- MPWG Repository tasks
 - [2024 Program Plan tickets](#)
- [2024] [Program plan Slides](#)

Completed tasks

- [Amelia/Emerson] [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)
- Amelia [\[Social Media\] 2024 Hootsuite Renewal Subscription - Completed #941](#)
-

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

July 8th, 2024

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

Agenda Template: [here](#) and video recordings [here](#)

[Mktg](#) & [MPWG](#) Repo Tickets

MicroProfilers: [Please add yourself]

- John Clingan unable to attend
-

June Stewards

- All

Agenda

General

- [John/Emily] We need to begin working on [MicroProfile 7.0 Marketing plan](#)

Content

- MPWG Technical Tutorial - By Tarun
 - [\[Paid Services - Documentation by Tarun Telang\] MP API Tutorials #847](#) Last update in the ticket was March 2nd.
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- [\[Documentation\] Update Jakarta/MicroProfile Messaging Slides #831](#)
 - Replied to Jan in the ticket +Amelia and John
- [\[Documentation - Website \] Update FAQs for Microprofile.io #565](#)
 - `jclingan@redhat.com` will look at this ticket

Budget

- [Emerson] What's the remaining budget?
 - [\[2024 Budget\] Expenses and available budget after DevNexus 2024 #906](#)

Community Outreach Activities/ Events

- [Emerson] [\[Event Marketing / Community Outreach\] 2024 DevNexus Leftovers #905](#)

Eclipse OCX (Oct)

- Follow up on latest progress and opportunities for collaboration (probably with Clark and/or Paul).
 - Booth?
 - Logo placement?
 - Sponsorship includes?

Infrastructure

- [Amelia/Emerson] [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)

Website

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

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

Social Media

- [Emerson] [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)

Measurable marketing performance

- Metrics:
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 - Results deck: (Google Drive) [MicroProfile-Performance.pptx](#)

Yearly program plan

- MPWG Repository tasks
 - [2024 Program Plan tickets](#)
- [2024] [Program plan Slides](#)

June 24th, 2024

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

Agenda Template: [here](#) and video recordings [here](#)
Mktg & MPWG Repo Tickets

MicroProfilers: [Please add yourself]

- Reza Rahman (Microsoft)
- Ryan St James (Tomitribe)
- John Clingan (Red Hat)

- Luqman Saeed (Payara)

June Stewards

- All

Agenda

General

- [John] Steering Committee [agenda](#) for tomorrow.

Content

- MPWG Technical Tutorial - By Tarun
 - [\[Paid Services - Documentation by Tarun Telang\] MP API Tutorials #847](#) Last update in the ticket was March 2nd.
 - Jon will follow up on the ticket about the next steps
- [MicroProfile API Javadoc for top-level umbrella specification #893](#)
- [\[Documentation\] Update Jakarta/MicroProfile Messaging Slides #831](#)
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Budget

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 - [\[2024 Budget\] Expenses and available budget after DevNexus 2024 #906](#)

Community Outreach Activities/ Events

- [Emerson] [\[Event Marketing / Community Outreach\] 2024 DevNexus Leftovers #905](#)

Eclipse OCX (Oct)

- Follow up on latest progress and opportunities for collaboration (probably with Clark and/or Paul).
 - Booth?
 - Logo placement?
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MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

Infrastructure

- [Amelia/Emerson] [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)

Website

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

Social Media

- [Emerson] [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)

Measurable marketing performance

- Metrics:
 - <https://trends.google.com/trends/explore?date=2016-01-01%202024-03-18&q=MicroProfile>
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Yearly program plan

- MPWG Repository tasks
 - [2024 Program Plan tickets](#)
- [2024] [Program plan Slides](#)

Complete

June 10th, 2024

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

Agenda Template: [here](#) and video recordings [here](#)
[Mktg](#) & [MPWG](#) Repo Tickets

MicroProfilers: [Please add yourself]

- Amelia Eiras (Tomitribe)
- Ryan St. James (Tomitribe)
- John Clingan (Red Hat)

June Stewards

- All

Agenda

General

-

Content

- MPWG Technical Tutorial - By Tarun
 - [\[Paid Services - Documentation by Tarun Telang\] MP API Tutorials #847](#) Last update in the ticket was March 2nd.
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- [MicroProfile API Javadoc for top-level umbrella specification #893](#)
- [\[Documentation\] Update Jakarta/MicroProfile Messaging Slides #831](#)
- [\[Documentation - Website \] Update FAQs for Microprofile.io #565](#)

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

Budget

- [Emerson] What's the remaining budget?
 - [\[2024 Budget\] Expenses and available budget after DevNexus 2024 #906](#)

Community Outreach Activities

- [Emerson] [\[Event Marketing / Community Outreach\] 2024 DevNexus Leftovers #905](#)

Infrastructure

- [Amelia/Emerson] [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)

Website

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

Social Media

- [Emerson] [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)

Measurable marketing performance

- Metrics:
 - <https://trends.google.com/trends/explore?date=2016-01-01%202024-03-18&q=MicroProfile>
 - Need more time to cover. Set aside 15m in a future call to discuss some insights into results.
 - Results deck: (Google Drive) [MicroProfile-Performance.pptx](#)

Yearly program plan

- MPWG Repository tasks
 - [2024 Program Plan tickets](#)
- [2024] [Program plan Slides](#)

Complete

- [May 21st 2024 MicroProfile Technical Meeting video for YouTube](#)
 - [May 28th 2024 MicroProfile Live Hangout video for YouTube](#)
 - [April 23rd 2024 MicroProfile Technical Meeting video for YouTube](#)
 - [\[Blog Contribution\] Learn to write reactive microservices with MicroProfile Reactive Messaging 3.0](#)
 - [\[Compatible Implementations Announcement\] WebSphere Liberty, 23.0.0.12](#)
 - Fixed linkedin hootsuite issue
-

May 13th, 2024

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

Agenda Template: [here](#) and video recordings [here](#)

[Mktg](#) & [MPWG](#) Repo Tickets

MicroProfilers: [Please add yourself]

- Ryan St. James (Tomitribe)
- Reza Rahman (Microsoft)
- Emerson Castaneda (Committer Rep)

April Stewards

- All

Agenda

Event Marketing / Community Outreach

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](#)

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[Archived Minutes](#)

[MicroProfile Tutorial]

General

- Cloud Native Java Technical
 - Feedback is needed by Friday, May 17th
 - E-mail was sent about this topic on May 3rd.
 -

Infrastructure

Website

Social Media

- [John] MicroProfile AI Marketing.
- [Emily] created [this](#) issue to promote MP AI

Measurable marketing performance

- Metrics:
 - <https://trends.google.com/trends/explore?date=2016-01-01%202024-03-18&q=MicroProfile>
 - Need more time to cover. Set aside 15m in a future call to discuss some insights into results.
 - Results deck: ([google drive](#)) [MicroProfile-Performance.pptx](#)

Yearly program plan

- [2024] Document -
https://docs.google.com/presentation/d/1CrG4tlbyTWxrZca9CWBtpEI3P0LqapANf8-M_uVwhz0/edit#slide=id.p

April 15th, 2024

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

Agenda Template: [here](#) and video recordings [here](#)
[Mktg](#) & [MPWG](#) Repo Tickets

MicroProfilers: [Please add yourself]

- Amelia Eiras (Tomitribe)
- John Clingan (Red Hat)
- Emerson Castaneda (Committer Rep)
- Emily Jiang (IBM)
- Reza Rahman (Microsoft)
- Luqman Saeed (Payara)

April Stewards

- All

Agenda

Event Marketing / Community Outreach

[MicroProfile Tutorial]

- [Tarun Telang] [\[Paid Services - Documentation\] MP API Tutorials #847](#)
 - The first 4 chapters are merged. The open PRs are to be reviewed and merged.
 - [John] Hold off on the MicroProfile Health merge until Tarun and Martin finish the review.

General

- [Emerson] DevNexus 2024
 - (Completed Issues) [\[Event Marketing / Community Outreach\] 2024 DevNexus Booth invite #849](#)
 - Design and provide a pull-up banner - [DevNexus Booth Logistics - Design and provide a pull-up banner #860](#)
 - Stickers - [DevNexus Booth Logistics - Stickers #861](#)
 - Monitor/Display for Demo - [DevNexus Booth Logistics - Monitor/Display for MP Demo #862](#)

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

- Booth Coverage Schedule - [DevNexus Booth Logistics - Booth Coverage Schedule #863](#)
- T-shirts / swags - [DevNexus Booth Logistics - T-shirts / swags #864](#)
- Pull-up Banner design
<https://github.com/eclipse/microprofile-marketing/issues/860>
- [Emerson] To Do - after DevNexus:
 - Provide summary of DevNexus via email list and/or Blog post
 - Ask to EF about what to do with DevNexus leftovers (stickers and banner)
<https://github.com/eclipse/microprofile-marketing/issues/905>
 - Ask to EF about budget expended in DevNexus 2024
<https://github.com/eclipse/microprofile-marketing/issues/906>
 - Follow up sticker's size subject (Follow up [here](#))

Infrastructure

- [Amelia/Emerson]
 - [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)

Website

- Garden State JUG updated as guest member. [Closed](#).
- Emerson will create a ticket on Primeton being listed twice in the members page.
 - <https://github.com/eclipse/microprofile-marketing/issues/904>

Social Media

- [John] MicroProfile AI Marketing.
- [Emily] created [this](#) issue to promote MP AI

Measurable marketing performance

- Metrics:
<https://trends.google.com/trends/explore?date=2016-01-01%202024-03-18&q=MicroProfile>

- Need more time to cover. Set aside 15m in a future call to discuss some insights into results.

Yearly program plan

- [2024] Document - https://docs.google.com/presentation/d/1CrG4tlbyTWxrZca9CWBtpEI3P0LqapANf8-M_uVwhz0/edit#slide=id.p

April 29th, 2024

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

Agenda Template: [here](#) and video recordings [here](#)
[Mktg](#) & [MPWG](#) Repo Tickets

MicroProfilers: [Please add yourself]

- John Clingan (Red Hat)
- Emily Jiang (IBM)
- Reza Rahman (Microsoft)
- Ed Bratt (Oracle)
- Vincent Mayers (AJUG)
- Paul Buck (Eclipse Foundation)

April Stewards

- All

Agenda

Event Marketing / Community Outreach

[MicroProfile Tutorial]

- [Tarun Telang] [\[Paid Services - Documentation\] MP API Tutorials #847](#)
 - The first 4 chapters are merged. The open PRs are to be reviewed and merged.
 - [John] Hold off on the MicroProfile Health merge until Tarun and Martin finish the review.

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

General

- Reviewed MicroProfile metrics using Reza's research. Link TBD.
- [Emerson] DevNexus 2024
 - (Completed Issues) [\[Event Marketing / Community Outreach\] 2024 DevNexus Booth invite #849](#)
 - Design and provide a pull-up banner - [DevNexus Booth Logistics - Design and provide a pull-up banner #860](#)
 - Stickers - [DevNexus Booth Logistics - Stickers #861](#)
 - Monitor/Display for Demo - [DevNexus Booth Logistics - Monitor/Display for MP Demo #862](#)
 - Booth Coverage Schedule - [DevNexus Booth Logistics - Booth Coverage Schedule #863](#)
 - T-shirts / swags - [DevNexus Booth Logistics - T-shirts / swags #864](#)
 - Pull-up Banner design
<https://github.com/eclipse/microprofile-marketing/issues/860>
 - [Emerson] To Do - after DevNexus:
 - Provide summary of DevNexus via email list and/or Blog post
 - Ask to EF about what to do with DevNexus leftovers (stickers and banner)
<https://github.com/eclipse/microprofile-marketing/issues/905>
 - Ask to EF about budget expended in DevNexus 2024
<https://github.com/eclipse/microprofile-marketing/issues/906>
 - Follow up sticker's size subject (Follow up [here](#))

Infrastructure

- [Amelia/Emerson]
 - [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)

Website

- Emerson will create a ticket on Primeton being listed twice in the members page.

- <https://github.com/eclipse/microprofile-marketing/issues/904>

Social Media

- [John] MicroProfile AI Marketing.
- [Emily] created [this](#) issue to promote MP AI

Measurable marketing performance

- Metrics:
<https://trends.google.com/trends/explore?date=2016-01-01%202024-03-18&q=MicroProfile>
 - Need more time to cover. Set aside 15m in a future call to discuss some insights into results.
 - Results deck: ([google drive](#)) [MicroProfile-Performance.pptx](#)

Yearly program plan

- [2024] Document -
https://docs.google.com/presentation/d/1CrG4tlbyTWxrZca9CWBtpEI3P0LqapANf8-M_uVwhz0/edit#slide=id.p

April 15th, 2024

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- John Clingan (Red Hat)
- Emerson Castaneda (Committer Rep)
- Emily Jiang (IBM)
- Reza Rahman (Microsoft)
- Luqman Saeed (Payara)

April Stewards

- All

MicroProfile Marketing Meeting Minutes

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[Archived Minutes](#)

Agenda

Event Marketing / Community Outreach

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 - The first 4 chapters are merged. The open PRs are to be reviewed and merged.
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General

- [Emerson] DevNexus 2024
 - (Completed Issues) [\[Event Marketing / Community Outreach\] 2024 DevNexus Booth invite #849](#)
 - Design and provide a pull-up banner - [DevNexus Booth Logistics - Design and provide a pull-up banner #860](#)
 - Stickers - [DevNexus Booth Logistics - Stickers #861](#)
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 - T-shirts / swags - [DevNexus Booth Logistics - T-shirts / swags #864](#)
 - Pull-up Banner design
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 - [Emerson] To Do - after DevNexus:
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 - Ask to EF about what to do with DevNexus leftovers (stickers and banner)
<https://github.com/eclipse/microprofile-marketing/issues/905>
 - Ask to EF about budget expended in DevNexus 2024
<https://github.com/eclipse/microprofile-marketing/issues/906>
 - Follow up sticker's size subject (Follow up [here](#))

Infrastructure

- [Amelia/Emerson]
 - [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)

Website

- Garden State JUG updated as guest member. [Closed](#).
- Emerson will create a ticket on Primeton being listed twice in the members page.
 - <https://github.com/eclipse/microprofile-marketing/issues/904>

Social Media

- [John] MicroProfile AI Marketing.
- [Emily] created [this](#) issue to promote MP AI

Measurable marketing performance

- Metrics:
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 - Need more time to cover. Set aside 15m in a future call to discuss some insights into results.

Yearly program plan

- [2024] Document -
https://docs.google.com/presentation/d/1CrG4tlbyTWxrZca9CWBtpEI3P0LqapANf8-M_uVwhz0/edit#slide=id.p

March 18th, 2024

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

Agenda Template: [here](#) and video recordings [here](#)
[Mktg](#) & [MPWG](#) Repo Tickets

MicroProfilers: [Please add yourself]

- Emerson Castaneda (Committer Rep)

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

- Reza Rahman (Microsoft)
- Ryan St James (Tomitribe)
- John Clingan (Red Hat)

March Stewards

- Emerson
 - [Emerson/Ryan] [\[General\]2024 yearly schedule of Social Media across the board #859](#)

Agenda

Event Marketing / Community Outreach

[MicroProfile Tutorial]

- [Tarun Telang] [\[Paid Services - Documentation\] MP API Tutorials #847](#)
- [Emerson]Emerson to ballot was approved t-shirt design
 - Send a email to Clark for printing - with Shipping information - add TKT here
 - Stickers printing - add TKT here
 - Monitor renting
- Pull-up Banner design -
 - An initial design has been shared by Ryan
<https://github.com/eclipse/microprofile-marketing/issues/860>
 - John proposed and pull-up banner design, including a diagram with the specs

Infrastructure

- [Amelia/Emerson]
 - [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)

Website

- Garden State JUG updated as guest member
-

Social Media

Measurable marketing performance

- Metrics:
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Yearly program plan

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March 4th, 2024

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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)
- Emerson Castaneda (Committer Rep)
- Emily Jiang (IBM)
- Amelia Eiras (Tomitribe)
- Ryan St. James (Tomitribe)
- John Clingan (Red Hat)
- Tarun Telang
- Phil Chung (Oracle)

March Stewards

- Emerson
 - [Emerson/Ryan] [\[General\]2024 yearly schedule of Social Media across the board #859](#)

MicroProfile Marketing Meeting Minutes

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[Archived Minutes](#)

Agenda

Documentation

[MicroProfile Tutorial]

- [Tarun Telang] This is an EMO Paid Service of \$10,000 (2023 budget).
 - [\[Paid Services - Documentation\] MP API Tutorials #847](#)
 - 4 PRs with Tutorial content are ready for review -
 - Feedback for Tarun can be provided during the 2-3 days by chapter
 - Amelia suggests use the mail list to inform about documents ready to review including links to: GoogleDocs/PR/GitHub issue (72 hours period for reviewing, in case no reviews during the 3 days the PR will be merged)
 - Blogs
 - [Tarun/Amelia][\[Blog Contribution\] Announcing the New Github Repository for the MicroProfile Tutorial Content #881](#)
 - Review cover images - verify them are free to use or remove it
 - Tarun/Amelia] [\[Social Media\] LinkedIn Post: Crafting the Official MicroProfile API Tutorial #878](#)

[PR documentation review] Ryan & Emily

- [Update the compatible impl announcement template #857](#)

Event Marketing / Community Outreach

Swag

- **URGENT** [Ryan] [\[2024 T-shirt Update\] Check for logos + MPWG Approval via Vote #866](#)
 - [John/Emerson/Amelia] Update 2024 membership to initiate vote on design, ASAP
 - Amelia recommends a 7-vote ballot to approve the t-shirt design and enable printing ASAP.
 - Amelia will submit a Git issue for voting
 - John sent Garden State JUG a Guest Membership inquiry.
 - Emerson to start a ballot to approve current design ()

- Add coc

[DevNexus 24 - April 9-11th] Vince- AJUG invite accepted

- **The listed available budget is \$12,400**
- [\[Event Marketing / Community Outreach\] 2024 DevNexus Booth invite #849](#)
- Emerson leads the logistics conversation with members and the EMO.
- [Emerson] **Tracking Deadline ~ March 18-25**
 - [See related update here](#)
 - Create 2024 t-shirt update logos and submit MPWG vote to approve it to enable t-shirt print
 - [DevNexus Booth Logistics - T-shirts / swags #864](#)
 - Contact the EMO to get a budget estimate on the 200 shirts.
 - Contact each Member privately to check if attendance to DevNexus is happening.
 - [DevNexus Booth Logistics - Booth Coverage Schedule #863](#)
 - Contact AJUG to ask about banner sizing to enable MP design of booth banners
 - [DevNexus Booth Logistics - Design and provide a pull-up banner #860](#)
 - Stickers
 - [DevNexus Booth Logistics - Stickers #861](#)
 - Figure out process to print - follow EF
 - Monitor/Display for MP Demo
 - [DevNexus Booth Logistics - Monitor/Display for MP Demo #862](#)
 - Ryan will Create messaging and logos for 2 banners (API and members)
 - Emerson will figure out dimensions - and submit to EF
- Open Code Experience 2024 in Mainz, Germany (successor of EclipseCon, <https://opencode-x.org/>)
 - [Jan] Open Code for Java (sub-)conference MicroProfile support/participation
- Jakarta Survey adding MicroProfile questions:
 - [Jan] Getting write access for me?
 - [Jan] Adding Semantic Versioning importance question

MPWG Budget

- Update the MPWG member across
 - [Ryan][Remove GS JUG from 2024 MP shirts](#)
 - [Ryan][Remove Garden State logo from website](#)

Yearly program plan

- Marketing 11 [GitHub Issues](#). We can call out the ones to focus on in sub-bullets
 - MicroProfilers assignment to tickets is a **must**.
 - 5 tickets were assigned to MicroProfilers on 2/19
 - 6 tickets await Stewards

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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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](#)

Releases

- MicroProfile 7
 - 10/16 decided during the Marketing call that Luqman will lead the marketing Release of MicroProfile 7
 - <https://github.com/microprofile/microprofile-wg/issues/200>
 - [Release spreadsheet](#) w/Timeline
 - Emerson and Luqman will be the Marketing Leads for the release.

Compatible Implementations

-

Social Media

- [Ryan/Emerson/Amelia
 - [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)
 - [Ryan]] [\[2024 Social media\] Design for social media cards creation #870](#)
 - Emerson to create the social media tickets
 - Added PR to update [Consecutive Yearly Media Messages.md #882](#)

Content Contributions

- [Emerson reviewer] [\[Blog Contribution\] MicroProfile 6.1 support and MicroProfile OpenAPI updates in Open Liberty 23.0.0.12 #884](#)
- [Emerson reviewer] [\[Blog Contribution\] Negative acknowledgment and more for MicroProfile Reactive Messaging in Open Liberty 24.0.0.2 #885](#)
- See Tutorial work

Website

MPWG page Improvements:

- [Ryan]

- [\[Website -MPWG Page update\] list Emerson as the Committer Representative #865](#)
- [Remove the AsianInfo logo from website #886](#)

[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](#)

INFRA

- [Amelia/Emerson]
 - [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)

Measurable marketing performance

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

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](#)

Completed

- [Ryan]] [\[2024 Social media\] Design for social media cards creation #870](#)
- [Amelia] The 2024 budget discrepancy of \$1,500
 - Website: <https://microprofile.io/workinggroup>
 - the EMO provided a 2024 budget of \$69,500
 - The [Forecast Spreadsheet Budget](#) based on 13 members is \$71,000 has been adjusted on 2/19

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

Feb 19th, 2024

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]

- Amelia Eiras (Tomitribe)
- Jan Westerkamp (iJUG)
- Ryan St. James (Tomitribe)
- John Clingan (Red Hat)
- Emily Jiang (IBM)

February Stewards

- Amelia/Ryan/Emerson
 - **Coming up - March Stewards**
 - Emerson

MPWG Budget

- [Amelia] The 2024 budget discrepancy of \$1,500 needs to be resolved
 - Website: <https://microprofile.io/workinggroup>
 - the EMO provided a 2024 budget of \$69,500
 - The [Forecast Spreadsheet Budget](#) based on 13 members is \$71,000
 - -\$1500 because GS JUG left MP working group

- [Remove GS JUG from 2024 MP shirts](#)
- [Remove Garden State logo from website](#)

Yearly program plan

- Marketing [GitHub Issues](#). We can call out the ones to focus on in sub-bullets

Releases

- MicroProfile 7
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Compatible ImplementationsEvent Marketing / Community Outreach

Swag

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[Archived Minutes](#)

- [Jan] Getting write access for me?
- [Jan] Adding Semantic Versioning importance question

Social Media

- [Ryan/Emerson/Amelia]
 - [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)
 - [Ryan]] [\[2024 Social media\] Design for social media cards creation #870](#)
 - Emerson to create the social media tickets

Documentation

[PR documentation review] Ryan & Emily

- [Update the compatible impl announcement template #857](#)

[MicroProfile Tutorial]

- [Tarun Telang] This is an EMO Paid Service of \$10,000 (2023 budget).
 - [\[Paid Services - Documentation\] MP API Tutorials #847](#)

Content Contributions

-

Website

MPWG page Improvements:

- [Ryan] [\[Website -MPWG Page update\] list Emerson as the Committer Representative #865](#)

[Individual Specification Pages]

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

Reza

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- [\[Website - Branding Resources on Swag \] Simplifying/ scaling community self printing MP t-shirt #792](#)

Completed

- Luqman to create a git ticket to request Edit access in MP WordPress
- [Ryan] [\[Website\] Deprecated Slack link - update to current access #871](#)
- [Ryan] [\[2023 summary of social media stats\] send out social analytics #851](#)
- [John] volunteered to create MPWG git issues on the program plan.
 - [2024 Strategic goals](#) created. I'd like to discuss [Growing the MicroProfile Brand issue](#).
 - Reza, Amelia, and John will be responsible for Marketing issues when created.
- Budget approval ballot approved.
 - [\[2024 MPWG Budget \] Not approved + Discussion Dec 12th with Steering Committee #848](#)
-
- [Ryan] MP call recordings export for Marketing, Technical, Community and Steering to Youtube:
 - <https://github.com/eclipse/microprofile-marketing/issues/858>
 - <https://github.com/eclipse/microprofile-marketing/issues/856>
 - <https://github.com/eclipse/microprofile-marketing/issues/855>
 - <https://github.com/eclipse/microprofile-marketing/issues/869>

MicroProfile Marketing Meeting Minutes

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[Archived Minutes](#)

- <https://github.com/eclipse/microprofile-marketing/issues/868>
- <https://github.com/eclipse/microprofile-marketing/issues/872>
- <https://github.com/eclipse/microprofile-marketing/issues/873>
- <https://github.com/eclipse/microprofile-marketing/issues/874>

Feb 5th, 2024

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- Ryan St James (Tomitribe)
- Tarun Telang
- Luqman Saeed (Payara)
- Ed Bratt (Oracle)
- Amelia (Tomitribe)
- Ryan St. James (Tomitribe)
- Majid Mostafavi (Iranian JUG)

January Stewards

- Amelia/Ryan/Emerson
 - 2024 yearly schedule of Social Media across the board
 - [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)

Event Marketing / Community Outreach

Swag

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[DevNexus 24 - April 9-11th] Vince- AJUG invite accepted

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- Emerson leads the logistics conversation with members and the EMO.
 - [See related update here](#)
 - Create 2024 t-shirt update logos and submit MPWG vote to approve it to enable t-shirt print
 - [DevNexus Booth Logistics - T-shirts / swags #864](#)
 - [John] I added a comment on color
 - [John] I added a comment on reviewing WG member names on the shirt with the Eclipse Foundation.
 - Contact each Member privately to check if attendance to DevNexus is happening.
 - [DevNexus Booth Logistics - Booth Coverage Schedule #863](#)
 - Contact AJUG to ask about banner sizing to enable MP design of booth banners
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Social Media

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- [Ryan/Emerson/Amelia]
 - [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)
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[PR documentation review] Ryan & Emily

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 - [\[Paid Services - Documentation\] MP API Tutorials #847](#)

MicroProfile Marketing Meeting Minutes

Source of Truth: [Website](#), Marketing [Repository](#), MPWG [Repository](#), Community [e-Forum](#), Marketing [e-Forum](#), MPWG [e-Forum](#) (formal communications),

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[Archived Minutes](#)

Content Contributions

- [Ryan] MP call recordings export for Marketing, Technical, Community and Steering to Youtube:
 - <https://github.com/eclipse/microprofile-marketing/issues/858>
 - <https://github.com/eclipse/microprofile-marketing/issues/856>
 - <https://github.com/eclipse/microprofile-marketing/issues/855>
 - <https://github.com/eclipse/microprofile-marketing/issues/869>
 - <https://github.com/eclipse/microprofile-marketing/issues/868>
 - <https://github.com/eclipse/microprofile-marketing/issues/872>

Yearly program plan

- [John] volunteered to create MPWG git issues on the program plan.
 - [2024 Strategic goals](#) created. I'd like to discuss [Growing the MicroProfile Brand issue](#).
 - Reza, Amelia, and John will be responsible for Marketing issues when created.
- Budget approval ballot approved.
 - [\[2024 MPWG Budget \] Not approved + Discussion Dec 12th with Steering Committee #848](#)

INFRA

- [Amelia/Emerson]
 - [\[Infra- SurveyMonkey\] Enable Emerson as the Committer Rep to have access to tool #867](#)

Releases

- MicroProfile 7
 - 10/16 decided during the Marketing call that Luqman will lead the marketing Release of MicroProfile 7
 - <https://github.com/microprofile/microprofile-wg/issues/200>
 - Luqman to create a git ticket to request Edit access in MP WordPress
 - [Release spreadsheet](#) w/Timeline
 - Emerson and Luqman to be the Leads for release.

Compatible Implementations

-

Website

MPWG page Improvements:

- [Ryan] [\[Website -MPWG Page update\] list Emerson as the Committer Representative #865](#)

[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
 - Google Trends
 - Job postings
 - Website visits
 - Social media following
 - MicroProfile Starter usage
- Robust tracking and automation (when possible) framework going forward

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](#)

Completed

- [\[Compatible Implementations Announcement\] WebSphere Liberty, 23.0.0.12](#)
- [\[Compatible Implementations Announcement\] Open Liberty, 23.0.0.12 #853](#)
-

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[Archived Minutes](#)

January 22nd, 2024

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]

- Amelia Eiras (Tomitribe)
- Emily Jiang (IBM)
- Reza Rahman (Microsoft)
- John Clingan (Red Hat)
- Ryan St. James (Tomitribe)
- Luqman Saeed (Payara)
- Emerson Castaneda

January Stewards

- Amelia/Ryan/Emerson
 - 2024 yearly schedule of Social Media across the board
 - [\[General\]2024 yearly schedule of Social Media across the board - MicroProfilers \(Amelia/Ryan/Emerson\) #859](#)

Event Marketing / Community Outreach

[DevNexus 24 - April 9-11th] Vince- AJUG invite [\[Event Marketing / Community Outreach\] 2024 DevNexus Booth invite #849](#)

- Emerson leads the logistics conversation with members and the EMO.
 - [See related update here](#)
 - Create 2024 t-shirt update logos and submit MPWG vote to approve it to enable t-shirt print
 - <https://github.com/eclipse/microprofile-marketing/issues/864>
 - Contact each Member privately to check if attendance to DevNexus is happening
 - <https://github.com/eclipse/microprofile-marketing/issues/863>
 - Contact AJUG to ask about banner sizing to enable MP design of booth banners
 - <https://github.com/eclipse/microprofile-marketing/issues/860>
 - Stickers
 - <https://github.com/eclipse/microprofile-marketing/issues/861>
 - Monitor/Display for MP Demo
 - <https://github.com/eclipse/microprofile-marketing/issues/862>

Social Media

- [Ryan] [\[2023 summary of social media stats\] send out social analytics #851](#)
- [John] [Meeting minutes](#) have been uploaded for (and assigned to) Ryan to publish on youtube

Documentation

[MicroProfile Tutorial] EMO Paid Services [\[Paid Services - Documentation\] MP API Tutorials #847](#)

- Tarun Telang is the winning bidder.
 - Successfully updated ticket 847 during the MP Holidays
 - We updated the MP Community, and the follow-up is to talk in detail during the technical call so MicroProfilers provide feedback to Tarun via #847

Content

Yearly program plan

- Budget approval ballot approved.
 - [\[2024 MPWG Budget \] Not approved + Discussion Dec 12th with Steering Committee #848](#)
 - Approved.

MicroProfile Marketing Meeting Minutes

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[Archived Minutes](#)

- [Ryan/Amelia] Import the budget and ballot to MPWG budget + plan section
- [John] To create git ticket on creating git issues on program plan.

INFRA

- [Ryan]
 - <https://github.com/eclipse/microprofile-marketing/issues/858>
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TEMPLATE

Agenda

Event Marketing / Community Outreach

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Infrastructure

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- Ryan St. James (Tomitribe)
- Emily Jiang (IBM)
- John Clingan (Red Hat)
- Emerson Castaneda (Community)
- Majid Mostafavi (Iranian JUG)

January Stewards

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- [Ryan] [\[2023 summary of social media stats\] send out social analytics #851](#)

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- [\[Website - Branding Resources on Swag \] Simplifying/ scaling community self printing MP t-shirt #792](#)

Completed

- [\[General \] 2024 Agenda minutes creation and Calendar update misc #850](#)
- [IBM] [\[Blog Contribution\] New vendor metrics for MicroProfile Metrics in Open Liberty 23.0.0.11 #846](#)

Pull Request - Review

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

TEMPLATE

Agenda

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Infrastructure

Releases

Website

Social Media

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