

Cloud Development Tools Marketing Committee Calls

Agenda & Notes

2020-February-11

Discussion Topic	Moderator	Minutes
Approve minutes of the previous meeting	Thabang	5
Review past action item status	Thabang	5
ECD WG logo and brand next steps (i.e. variations, update web, social accounts, etc.)	Thabang	10
Brainstorming on marketing activities and campaigns (referencing the proposed 2020 Marketing Action Plan)	Thabang	30

Attendees (3 of 6 organizations are needed to start)

- Jonas Helming - EclipseSource (Participant rep)
- Sharon Corbett - Eclipse Foundation
- Thabang Mashologu - Eclipse Foundation
- Keren Rotenberg (SAP)
- Tim deBoer (IBM)

Action Items from this Meeting

- Deploy new logo to explore.php – Sharon
- Deploy new logo to web/social media accounts – Thabang
- Create Website timeline – Thabang
- Arrange bottom up view of budget for events – Thabang/Brad
- Investigate ECD Summit at EclipseCon Europe 2020 - Thabang

Action Items from Past Meeting

- Reminder to share Job Postings with your respective Networks:
[Senior Marketing Manager, Cloud Dev Tools](#)
[Program Manager, Cloud Dev Tools](#)

Minutes

- Minutes of the January 28, 2020, Meeting were Approved

Logo Update

- Thabang gave an overview of the additions Christie made to the [logo design](#) following the last meeting and updated the Committee on the outcome of the logo vote that was held last week. There was an 86% overwhelming response in favor of the purple text (option 2)!



- Full roll out of the new logo to align with ECD Marketing Manger hire.
- Jonas asked for confirmation this was the final result of the logo which was confirmed. Jonas conveyed his unhappiness with the results and the fact there were no other options to consider. A review of the logo discussion from last meeting was revisited (visibly connect/inherit to a trusted ecosystem vs a new brand idea).
- The new logo will be deployed to [explore.php](#) to replace the placeholder logo (ACTION: S. Corbett) and deploy on web/social media accounts (ACTION: Thabang M.) There was no objection to deploying the new logo to the various facets of the W/G.
- Logo design variations can be viewed via the [Google Drive](#)

Marketing Plan Activities and Campaigns

- Blog/News Aggregator: Using blog vs aggregator was discussed. News aggregator being decided as a better choice; noting web traffic does not stay as it would if a blog. It was agreed to start with aggregator first and revisit at a later date regarding blog.
- Blog Posts (4 per year): Still appears achievable
- SAP still working out representation; will work with decisions made to date and engage for moving forward
- Eclipse Newsletter – Dedicate to All Things ECD (good coverage, 4-6 articles, focus on projects in scope of working group, aim for Q3 of 2020)
- Website – signature web presence required (community built/crowd sourced). IBM may be able to help with first pass on website, Jonas willing to provide content. Hugo template/contribute via Github. Blog post could be included in the website URL (possibly content starting point). The Edge Native W/G [website](#) was demonstrated as a good example to mimic. TODO: Focus on timelines for website rollout at next meeting and roll in Webdev team. (ACTION: Thabang M.)
- Jonas proposed having one event be the major event; perhaps arrange an ECD Summit at EclipseCon Europe 2020. Tim thought this was a good idea as well. Jonas has already spoken with Eclipse Foundation ECE contacts about the suggestion. (ACTION: Thabang M.)
- Devnexus next week – Eclipse has space on Friday in its booth. Link for signup has been shared with Tim.
- Open VSX Registry Project - Marketplace (provide a marketplace for VS code extensions that can be used with Eclipse Theia and other IDEs); requires Board Approval and possibly marketing promotion upon approval.

2020-January-28

Discussion Topic	Moderator	Minutes
Approve minutes of the previous meeting	Brad	5
Review past action item status	Brad	5
Update on new members	Brad	10
ECD-WG brand relationship to the Eclipse IDE	Brad	20
Job descriptions for approved WG headcounts	Paul	10

Attendees (3 of 5 organizations are needed to start)

- Brad Micklea - Red Hat
- Jonas Helming - EclipseSource (Participant rep)
- Sharon Corbett - Eclipse Foundation
- Christie Witt - Eclipse Foundation
- Jean Rousset Personna - Ericsson
- Paul White, Eclipse Foundation

Past Action Items

- Join the Cloud Development Tools Slack workspace
https://join.slack.com/t/ecd-tools-wg/shared_invite/enQtODU3NTQ3MzUyMTMyLWNkZmRIOTMzY2I4MGE2NzA1Mdc3NWUxYjE2ODdjNGExOWNkM2UwMTNiYTdkZDkwODQwOTkyMDdlNjdmNjk2M2l
- Paul White: Eclipse Foundation to begin investigation into download stats, etc...

Action Items from this Meeting

- Christie: Do a treatment of the logo that tries to bring us closer to the Desktop IDE for awareness
- Paul Buck: Program Manager JD was posted on January 27th:
<https://www.linkedin.com/jobs/view/1705295437>
- All: Reshare the Marketing Manager JD with our networks
- Brad: Abridge the meeting minutes before next vote to conclusions

Minutes

- Approve previous meeting minutes
 - Approved by Jonas and Jean-Rousset
 - Brad to send after meeting
- Job description status
 - Marketing Mgr JD posted: <https://www.linkedin.com/jobs/view/1672905612/>
 - Please share with your networks
- New members

- Windriver joined at the Participant level
- Jonas mentioned discussing the WG with some parties (no names ready at yet)
- ECD-WG brand relationship to the Eclipse IDE
 - Added color scheme from the Eclipse Desktop IDE
 - Jonas wanted to understand the decision to not include or be closer to the Desktop IDE logo
 - Paul W
 - The EF as well as the Board of Directors does not want to associate the IDE “orb” logo with any other projects or working groups
 - Have worked hard to separate the orb logo from the Foundation or other projects
 - Jonas kicked off a discussion on how close we want to be to the existing desktop IDE logo and branding
 - Two points of view:
 - We should be very close to the Eclipse IDE in order to get awareness benefits from that large audience
 - VSCode presented as an example of close brand alignment (to Visual Studio, name and logo wise)
 - We should be closely aligned with the cloud first, then if possible with the Eclipse IDE
 - More important to get awareness from new developers
 - Belief that the ISVs who build on Eclipse IDE will see this project regardless (we can actively target them quite easily)
 - The use of the “Eclipse” name in the WG helps a lot, but if it gets shortened to “ECD” then we lose that
 - Christie was asked to do a treatment of the logo / wordmark to try and deal with this issue
 - Brand is important, but awareness comes more from the marketing efforts we put in daily than from the brand tailwind
 - Conclusions
 - The Eclipse Foundation will not integrate the Eclipse IDE logo directly
 - Christie will look at ways to avoid “ECD” being used too often
 - Christie will think about whether there is a way to create a closer association with the Eclipse Desktop IDE without including the brand itself in the ECD-WG logo
 - Christie will do another rev to try and address concerns
- Job descriptions for approved WG headcounts
 - Marketing Manager JD is posted LinkedIn: <https://www.linkedin.com/jobs/view/1672905612/>
 - Please share with your networks
 - Program Manager JD is being worked on by Paul Buck

2020-January-14

Discussion Topic	Moderator	Minutes
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Approve minutes of the previous meeting	Brad	5
Review past action item status	Brad	5
Finalize budget option recommendation	Brad	20
Branding - present logo options	Christie	10

Attendees (3 of 5 are needed to start)

- Brad Micklea - Red Hat
- Jonas Helming - EclipseSource (Participant rep)
- Sharon Corbett - Eclipse Foundation
- Thabang Mashologu - Eclipse Foundation
- Jean Rousset Personna - Ericsson
- Raz Korn - SAP
- Christie Witt - Eclipse Foundation
- Goran Begic - Broadcom

Past Action Items

- Join the Cloud Development Tools Slack workspace
https://join.slack.com/t/ecd-tools-wg/shared_invite/enQtODU3NTQ3MzUyMTMyLWNkZmRIOTMzY2I4MGE2NzA1MDc3NWUxYjE2ODdjNGExOWNkM2UwMTNiYTdkZDkwODQwOTkyMDdlNjdmNjk2M2I
- Paul White: Eclipse Foundation to begin investigation into download stats, etc...
- **DONE:** Eclipse Foundation: Send out the fee schedule for Option A to the strategic mailing list and participant organization's representatives
- **DONE:** Christie @ Eclipse Foundation: Will do a work up of the logo to provide more options
 - Consider market cohort logos from Microsoft VSCode, Amazon Code

Action Items from this Meeting

- **DONE:** Brad: Update marketing budget options based on meeting feedback
- **DONE:** Brad: Send meeting minutes to the Marketing committee for editing and feedback

Minutes

- Approve previous meeting minutes
 - Jonas asked if the meeting minutes had been sent to the marketing committee mailing list
 - Brad had not been doing that since all minutes are in the shared folder and accessible to all, but agreed to start since it acts as a "nudge" for people to review
 - Previous meeting minutes hadn't changed from what was captured during the meeting so approval to distribute to the larger ECD-WG mailing list was granted
- Past action items
 - Paul White couldn't make the call and other action items were complete so skipped this
- Finalize marketing budget recommendation
 - Brad walked the group through this deck:
https://docs.google.com/presentation/d/1HO6wgmDkOpX9X_87WmU_jbdyeCAb7dhFZpoNig3O6LM/edit#slide=id.g52481f450_0_0
 - All agreed that goals and audience were solid

- Slide 6- Removed a diagram from the audiences page which was potentially confusing, no other changes
- Moved into budget discussion
- Goal is to create a set of 3 budgets to align to the 3 fee structure options (option A...high, to Option C...low)
- Slide 8 & 9 - Brad walked group through the overview of the budget highlighting (in red) items that are reduced when dropping budgets to allow for lower revenue from fee options B and C
- No questions on the overview so we moved into the more detailed spreadsheet: https://docs.google.com/spreadsheets/d/1KIP3J3ltpLP0_h-kDrfpTCOAvKQBXR1aQOByPjo2Zqg/edit#gid=0
- Reviewed each option in detail and added notes and made some changes
- Option A
 - Advertising is a significant investment because we are a completely unknown group and for us to begin creating a flywheel of awareness and engagement we need to heavily invest in ads, PR and other awareness activities
 - Called out that the Q1 Brand costs - which were for engaging an outside agency to create an ECD-WG brand - may be eliminated if the Eclipse Foundation brand team is able to provide a solid brand for the WG
 - Giveaways are largely swag targeted at early adopters, influencers - goals is to help cultivate a community of contributors and influencers to help trumpet our cause
 - Added list of potential events we would target
 - Goal is to target events that (a) pull in lots of developers, (b) provide exposure to key ISVs and enterprises
 - Meetups - assumption is that we will use this money to fund pizza and beer for regional meetups with the goal of creating grassroots interest and advocacy
 - Expectation is that the working group members will provide bodies who can speak at these regional meetups
 - Eclipse Foundation G&A is non-negotiable and identical across all options
 - Program Manager - responsible for strategy and execution plan for the ECD-WG marketing activities
 - Marketing Manager - executes the daily marketing activities for the ECD-WG
 - Developer Advocate - decision was to delay hiring of this (expensive) role until either:
 - Additional WG members join and their fees allow us to commit to the DA salary in this and coming years
 - 2021 budget and fees are decided
- Option B
 - Reductions are outlined in yellow in the attached spreadsheet
 - No questions
- Option C
 - Originally had reduced events by taking per-event budget from 25k to 15k
 - Group agreed that 15k was too little for a successful / impactful event
 - Moved the per-event budget back to 25k and reduced number of events from 8 to 5
 - Pushing hiring Marketing Manager from Q1 to Q2

- Group called out that without the Marketing Manager we might want to redistribute funds from Q1 to other quarters (since Program Manager likely won't have sufficient capacity to execute on everything themselves)
 - Budget Option Recommendation - Electronic Vote
 - An electronic vote will be held via the Marketing Committee Mailing List in order to determine the preferred budget option recommendation to forward to the Steering Committee. The recommendation will be taken by a simple majority vote. Reminder the recommendation is for the budget option (Budget Tab) of spreadsheet. The fee structure will be derived from the budget. The vote ends on Monday, January 20th at 12 pm Eastern Time.
- Branding and logo
 - Christie presented the ECD-WG logo options that her team at the Eclipse Foundation developed:

https://docs.google.com/presentation/d/1HO6wgmDkOpX9X_87WmU_jbdyeCAb7dhFZpoNig3O6LM/edit#slide=id.g7c65e9aa32_0_0
 - Group generally preferred Option 1, but there was a big question about whether we should be aligning the ECD-WG closer to the Eclipse desktop IDE
 - Question about whether this would affect the logo
 - Christie and Thabang recommend against a logo for the ECD-WG that includes the Eclipse Desktop IDE logo inside it, so as to avoid confusion about the relationship between this new/next generation of tooling and the Desktop IDE. Christie explained how all other Working Group logos have differentiation from Eclipse Foundation and the Desktop IDE (see <https://www.eclipse.org/org/workinggroups/explore.php>).
 - Brad pointed out that the linkage is in the name of the working group: Eclipse Cloud Development Tools
 - Christie will include some color alignment samples in the next iteration of logo designs
 - Discussed that we (ECD-WG) need to agree on how close we want to be aligned with Eclipse IDE as we move forward - which can be accomplished through positioning guidance, as suggested by Christie
 - Agreed to discuss the relationship between ECD-WG and Eclipse Desktop IDE in detail in our next meeting

2019-Dec-17

Discussion Topic	Moderator	Minutes
Approve minutes of the previous meeting	Brad	5
Review past action item status	Brad	5
Review budget and fee strawman	Brad	20

Logo - review current options	Jonas	10
Audience - who are we targeting?	Brad	20

Attendees (3 of 5 are needed to start)

- Brad Micklea - Red Hat (Erin Rooney had a conflict)
- Raz Korn - SAP
- Tim deBoer - IBM
- Jean Rousset Personna - Ericsson
- Jonas Helming - EclipseSource (Participant rep)
- Sharon Corbett - Eclipse Foundation
- Thabang Mashologu - Eclipse Foundation
- Paul Buck - Eclipse Foundation
- Goran Begic - Broadcom
- John Duimovich - IBM
- Erin Rooney - Red Hat
- Christie Witt - Eclipse Foundation

Past Action Items

- Join the Cloud Development Tools Slack workspace
https://join.slack.com/t/ecd-tools-wg/shared_invite/enQtODU3NTQ3MzUyMTMyLWNkZmRIOTMzY2I4MGE2NzA1MDc3NWUxYjE2ODdjNGExOWNkM2UwMTNiYTdkZDkwODQwOTkyMDdlNjdmNjk2M2I
- Eclipse Foundation will develop a survey to look at requirements, use case and adoption of cloud dev tools (2020 marketing initiative)
 - Target Eclipse community; rest of world
- Paul White: Eclipse Foundation to begin investigation into download stats, etc...
- **DONE:** Schedule one more meeting for this calendar year: Dec 17, 2019
 - KPIs - where do we want to be?
 - Audience - who are our targets?
 - Logo - resync on it
 - Budget - any changes?
- **DONE:** Brad to send out budget to the remaining strategics - remind them to get feedback before the 17th
- **DONE:** Brad to send the minutes from the previous meeting to the working group mailing list

Action Items from this Meeting

- Eclipse Foundation: Send out the fee schedule for Option A to the strategic mailing list and participant organization's representatives
- Christie @ Eclipse Foundation: Will do a work up of the logo to provide more options
 - Consider market cohort logos from Microsoft VSCode, Amazon Code

Notes

- Minutes from 3-Dec meeting were approved

- Jonas did add suggestions to target developers in his slide deck (https://docs.google.com/presentation/d/1VbAcQv10BSHhsvoP3Y1FhJK9n0WpEhsTJS9UpmDrNU/edit#slide=id.g7a849e9384_2_311)
- Budget
 - All attendees were happy with the budget details
 - Question about whether (given fees are not yet finalized) we can really execute on a full Q1 which would leave us with extra money - if we can't, we might have to either:
 - Do a partial year with more investment in events in Q4 (there are a lot available)
 - Bring on the developer advocate earlier
 - Note that this would mean that we'd have less money in the budget for next year in certain quarters
- Fees
 - Jonas has spoken to the participants and generally they were expecting fees in the 15-20k level so he didn't feel that they would have any concerns with options A-C
 - Ericsson has concerns about trying to get >100k in fees, Jean Roussel is checking
 - IBM felt that they would rather go forward to try and get 150k (Option A) first so we're well funded for the mission
 - Red Hat is uncertain what level investment they can get but will go forward, trying to get 150k
 - Marketing Committee members to discuss the 3 options within their companies and provide feedback. Steering Committee will review and determine if they are ready to vote in their January 9th meeting.
- Logos
 - Eclipse Foundation would recommend to avoid the desktop IDE logo being part of the logo, since there is already enough confusion about the relationship between this new generation of cloud tooling and our original desktop IDE
 - Broadcom is concerned about the Eclipse logo because it's very Java-oriented (in most people's minds)...this doesn't embrace the polyglot target for the working group
 - The left-hand logo (wrench in cloud) can be seen as a rocket falling to earth...we'd need to rethink this to avoid it
 - Christie is the new graphic designer at the Foundation, she's willing to help here
 - Jonas believes it is very beneficial to inherit the trust from the existing brand and confusion is totally acceptable for a logo if it looks interesting
- Audience
 - Updated the audience slide here: https://docs.google.com/presentation/d/1VbAcQv10BSHhsvoP3Y1FhJK9n0WpEhsTJS9UpmDrNU/edit#slide=id.g7a849e9384_2_311
 - Want to ensure we're focused, too many targets = no forward motion
 - Large organizations feel the pain most intensely
 - Online education needs to quickly spin up classes for thousands of (largely uncontrolled) students
 - Big corporations need to quickly onboard internal developers to new projects (not just a hiring, but constantly) as well as 3rd party consultants and offshore development offices
 - Focusing on these large scale use cases will help to highlight the pain we solve and elevate our value
 - By focusing on scale we will need to position our value to the IT folks who support the developers because they're the gatekeepers to money and operational implementation

- Given location of the WG companies it makes sense to start by focusing on NA and EMEA regions

2019-Dec-3

Discussion Topic	Moderator	Minutes
Approve minutes of the previous meeting	Brad	5
Budget and fee strawman working session	Thabang	45

Attendees

- Brad Micklea - Red Hat
- Thabang Mashologu - Eclipse Foundation
- Sharon Corbett - Eclipse Foundation
- Paul White - Eclipse Foundation
- Paul Buck - Eclipse Foundation
- Dave McNeirney - Broadcom
- Jonas Helming - EclipseSource (Participant rep)

Past Action Items

- Join the Cloud Development Tools Slack workspace
https://join.slack.com/t/ecd-tools-wg/shared_invite/enQtODU3NTQ3MzUyMTMyLWNkZmRlOTMzY2I4MGE2NzA1MDC3NWUxYjE2ODdjNGExOWNkM2UwMTNiYTdkZDkwODQwOTkyMDdlNjdmNjk2M2l

Action Items from this Meeting

- Schedule one more meeting for this calendar year: Dec 17, 2019
 - KPIs - where do we want to be?
 - Audience - who are our targets?
 - Logo - resync on it
 - Budget - any changes?
- Eclipse Foundation will develop a survey to look at requirements, use case and adoption of cloud dev tools
 - Target Eclipse community; rest of world
- Eclipse Foundation to begin investigation into download stats, etc...
- Brad to send out budget to the remaining strategics - remind them to get feedback before the 17th
- Brad to send the minutes from the previous meeting to the working group mailing list

Notes

- Meeting minutes from previous meeting were approved
- Context for marketing budget: [deck from Thabang](#)

- Who is the audience
 - Need to figure this out
 - Is the Eclipse audience a good target?
 - Adopters (those who have built products on Eclipse IDE) might be great first stop
 - Users want something really simple and cloud tools aren't there - they're more likely to be late majority or laggards
- Eclipse Foundation will develop a survey to look at requirements, use case and adoption of cloud dev tools
 - Target Eclipse community; rest of world
- Key metrics
 - KPIs should support awareness, adoption, activation, retention and referral
 - Blogs
 - Assume 6 from foundation for the year
 - Assume 4 from strategic members for the year (1 per qtr)
 - Assume 2 from participant members for the year
 - Community blogs don't factor in here
 - Need to get to **at least** one blog per week
 - Use cases
 - 5 per year (1 per strategic members)
 - Database size
 - Download and usage stats
 - Can we get those?
 - Two aspects
 - Products: need to enable telemetry of some kind (remember GDPR though)
 - Downloads: Eclipse Foundation could build out operational and download metrics that could be open to the community
- Budget
 - Overall passed the sniff test
 - Needs feedback from the other 3 Strategics
 - Need to make sure we do a mix of physical and virtual events
 - Some concern about pushing fees to participants - how much?
 - Sliding scale will be worked on by Paul
 - Meetups - is this budget to setup our own meetups?
 - No, plan is just to provide pizza and beer to existing meetups with the right audience (cheap awareness)

2019-Dec-5

Discussion Topic	Moderator	Minutes
Introduction of the Marketing Committee representatives	Brad	5
Review strategic priorities for 2020	Brad	10

Target accomplishments for 2020	Brad	15
Budget and fee strawman (based on Jakarta EE)	Brad	15
60- and 90-day plans review	Brad	5
Target content for December 2019 community call	Brad	10

Attendees

- Brad Micklea - Red Hat
- Thabang Mashologu - Eclipse Foundation
- Paul White - Eclipse Foundation
- Paul Buck - Eclipse Foundation
- Erin Rooney - Red Hat
- Jean Roussel Personna - Ericsson
- John Duimovich - IBM
- Dave McNeirney - Broadcom
- Jonas Helming - EclipseSource (Participant rep)

Past Action Items

- NA

Action Items from this Meeting

- Join the Cloud Development Tools Slack workspace
https://join.slack.com/t/ecd-tools-wg/shared_invite/enQtODE4OTcyMjgxNDYyLWFjOTk1ODQ0YzZIOTAxNTc1NTA5ZmQxNzdIYWJlZTc4NDE1MjNIMzc5NGNmYzMyMTBkODEyM2U2ZjdkYzI5OWI
- Future meeting(s): defining the positioning plan and marketing plan
 - New brand for the WG
 - Who are the target users, contributors
 - Determine the major / minor events for the WG

Notes

- Introduction of the Marketing Committee representatives
 - Each member introduced themselves
 - Jean Roussel clarified that he would keep a seat on the steering committee but they were looking for someone else who could be the marketing representative
- Review strategic priorities for 2020
 - Steering committee has prioritized the big technical items they want to start tackling together
 - Marketing committee will focus on the prioritized list of marketing and awareness initiatives that will support the WG and the technical items
 - Events
 - Need to figure out what the “major” event for ECD-WG is
 - EclipseCon is focused on Eclipse committers - it’s an “internal” audience - it’s important that the WG is present and a part of this event

- The WG might benefit from having another event (or a side-event) that focuses primarily on the ECD problem / solution set, and targets organizations and individuals that will contribute to the WG
- Target accomplishments for 2020
 - Timing of MSFT VSONline announce gives the WG a huge amount of legitimacy
 - Should also target users who would be ideal for the WG
 - Want to increase awareness of ECD projects among (esp. Younger developers)
 - What about branding?
 - Are we promoting the projects?
 - Or the WG as well?
 - Group wants a logo for the WG
- Budget and fee strawman (based on Jakarta EE)
 - Concern with the developer advocate - wouldn't this be better done via the vendor advocates?
 - There is value though in representing the WG as a vendor-neutral voice
 - Eclipse's experience with JakartaEE and IoT-WG has been that the Program Manager and Marketing Manager are necessary ASAP, but the dev advocate could be delayed if needed
 - Steering committee sets the budget and fees, but the Marketing committee's input is critical
 - Need the marketing plan in order to move forward - including the success metrics we'll be tracking
 - Success metrics should consider whether we want to drive specific projects harder than others, or raise awareness and engagement for all projects
 - JakartaEE marketing plan took ~2 months to draft, then needed revamp from community
- 60- and 90-day plans review
 - Didn't get to it
- Target content for December 2019 community call
 - Didn't get to it
- Cloud Development Tools Twitter handle and placeholder logo
 - https://twitter.com/ECDTools_Official