2023-12-06 Meeting

Recording:

https://us02web.zoom.us/rec/share/rb3pazIQx2wld5hG3IZVwQr1rotLFFCwaDhuVGqrbDn70fOVIrUgXhI2xjCmi7pK.Z6iR7Ut6UK3-BAlq

Passcode: N51LWfm!

Attendees:

- Melissa Logan
- John Glendenning
- Mick Semb Wever
- Paulo Motta
- Paul Au
- Patrick McFadin
- Iria O

Agenda

- Cassandra Summit + AI.Dev (Patrick)
  - Social: Can't post endorsements but can post content from the event. Pre-approval.
- Catalyst program launched! (Melissa)
  - https://cassandra.apache.org/_/cassandra-catalyst-program.html
  - Nominate someone or apply
- Should we keep using X? Analytics review (Melissa)
  - Add Mastodon account - take on Mastodon servers for ASF projects if someone wants to take on the costs
  - Reddit
  - What other channels?
- comdev@cassandra.apache.org kick-off (and destiny of marketing@cassandra.apache.org) (Paulo)

Ways to Participate

- Social media promotions
- Cassandra Catalyst program

Upcoming

- 12-13 December Cassandra Summit, San Jose
  - https://events.linuxfoundation.org/cassandra-summit/
- 25 January Town Hall - AI Panel with Jon Haddad, Dinesh Joshi (others pending)
- 30 January Contributor Meeting - CEP-38 with Maxim Muzafarov
- 3 January CMWG

Meeting Summary

Quick recap

The team discussed the upcoming Cassandra Summit, its promotion and expected turnout. They also reviewed the schedule and topics to be covered. Social media updates and promotion strategies were also discussed, including the possibility of using other platforms like Mastodon. The team also considered renaming the marketing list to a more inclusive term and discussed the potential of using Reddit as a communication channel. Upcoming events and initiatives, including the social media summit, Catalyst program, and January town hall, were also mentioned.

Cassandra Summit and Community Event Planning

John, Constantia, and Patrick discussed the upcoming Cassandra Summit and related training workshop. They expressed concern about the extra work involved but were optimistic about the event's outcome, expecting a good turnout with 38 people already registered and a prediction of doubling that number by Friday. Patrick, with their larger social media following, helped promote the event and was expected to be available for the afternoon on Monday. They also mentioned that the Cassandra Summit had close to 600 registrations and were preparing to promote the Expo, Student, and Hobby passes. Furthermore, they discussed a community event they had organized, initially thinking the turnout was 100 people, but correcting themselves, noting the actual count was 200. They also mentioned that the event was a co-located one with an AI event, but expressed uncertainty on how to measure its success.

Cassandra Summit Schedule and Topics Confirmed

Patrick discussed the upcoming Cassandra summit, outlining the schedule and topics to be covered, including a keynote introduction by themselves, Ekaterina, and Scott, and the announcement of the catalyst program. They also mentioned the Cassandra 5 certification for the data science training team. John announced the release of a tech preview of cloud provisioning supporting version 5, a new feature with Accen Ops. The theme of the summit was confirmed as version 5. There were no questions about the summit.

Social Media Updates and Catalyst Program Progress

Constantia and mick discussed the plan for social media updates during the event, agreeing to delegate more people to the account to ensure continuous posting. They also discussed the possibility of bypassing pre-approval for real-time event posts, as long as they adhere to basic guidelines. mick suggested focusing more on second-hand information rather than direct promotion or endorsement. Regarding the Catalyst program, they reported that they have received 11 nominees and aim to send out the voting email to the PMC today. They also encouraged everyone to share the Catalyst program details widely.

Social Media Platforms for Team Engagement

The team discussed the possibility of continuing their use of Twitter or X, considering the recent controversies surrounding Twitter. mick suggested leveraging their 40,000 followers on Twitter by maintaining a presence there, while also promoting other platforms like Mastodon. Patrick emphasized the importance of looking at engagement levels and considering other platforms like LinkedIn and Instagram. Constantia proposed conducting a channel review to understand where their audience is most active and suggested bringing this topic to the next marketing call for further discussion. Paulo pointed out that leisure-based channels like Instagram and Facebook may not be suitable for technical discussions.

Exploring Reddit and Mastodon for ASF Projects

The team discussed the potential of using Reddit as a communication channel, with Patrick and Constantia agreeing it could be a good choice due to its active user base. Patrick noted that while Reddit has specific guidelines for managing communities, they could be accommodated as an open-source project. mick also suggested the idea of setting up a Mastodon service for ASF projects, which Constantia thought was worth exploring further. The team decided to investigate other potential channels and invited suggestions from the group. Additionally, Paulo was assigned an action item related to the catalyst review.

Comdev: Renaming and Naming Discussions

The team discussed renaming the marketing list to a more inclusive term that encompasses community development aspects. The group agreed on the term "Condev" for its inclusive nature, but Patrick expressed concerns about potential confusion. The idea of making "marketing" an alias to "Condev" was considered. The naming of a project and channel was also discussed, with a focus on balancing community growth and marketing. The team agreed to consider the inclusion of the term "communications" to clarify the purpose of the channel and proposed renaming it to "calm Dev 2".

Upcoming Events and Initiatives Discussed

The team discussed upcoming events and initiatives. Paulo planned to send an email to the marketing team and Constantia emphasized the importance of consolidating community and marketing efforts. Constantia shared links for upcoming events such as the social media summit, Catalyst program, and January town hall. They also announced the January contributor meeting and encouraged everyone to help promote these events. The team also discussed an upcoming summit, with John highlighting the need for deep experts to attend a training workshop. John outlined the format for a panel discussion they would be moderating, with the goal of consolidating various use cases. The event would involve four tables, each with a specific theme, and would rotate every 45 minutes for free-flowing conversation among attendees.