Jakarta EE Marketing Committee Meeting - November 5, 2020

Attendees:	Eclipse Foundation:
Cesar Hernandez (Tomitribe)	Tanja Obradovic (Eclipse Foundation)
Neil Patterson (IBM)	Karen McNaughton (Eclipse Foundation)
Ed Bratt (Oracle)	
Melissa Jacobus (Oracle)	
Dominika Tasarz (Payara)	
Jadon Ortlepp (Payara)	
Eric Meng (Primeton)	
Dan Bandera (IBM)	
Jonathan Gallimore (Tomitribe)	
John Clingan (Red Hat)	
Ryan St James (Tomitribe)	

Agenda	Minutes
General discussion **(2mins)**	- Shabnam is off on maternity leave and Karen will be assisting the marketing committee during that period.
Approval of the previous mtg minutes **(2 mins)**	Approved
Reporting to/from Steering Committee **(7mins) (Neil)**	- Reviewed a revised 2021 Program Plan - link
KubeCon NA-17- 20 November- members to sign up for booth duty-Deadline 30 Oct (2 mins)	- Question from Ed - do contributors in the booth get access to sessions? - Karen to investigate and follow up by email. -
Jakarta EE committee members contribution to foojay.io - discuss opportunities for promoting Jakarta EE on the platform **(Dominika) (5 mins)**	- Community based initiative - possible to provide Jakarta EE and MicroProfile content
Visibility on items before they go live? (Jon/Cesar) (3 mins)	- Looking to have easy way to get informed about content as it is being developed and released. - Possible review as a summary of content in progress - organize around goals and initiatives.
Decide on Contributor card list-who are the contributors we are including. Implementation+Spec or only Specs? (5 mins)	- List of committers highlighted in the carousel on the page - Spec only vs Glassfish and TCK included - need the implementations and supporting projects - Need to make a decision in the marketing committee based on

Numbers only focused on specs or specs +implementation.
 	
- Jakarta EE 9 Release page mockups and timeline
- **Github issue for webdev to start implementation**
 	
Will add link to Jakarta EE 8 on the Jakarta EE 9 release page
	input in the github issue
	- Recommendation - start with an inclusive list unless a majority of members voice a strong and conclusive opinion to limit the list.
	  - Start with those who have not restricted privacy setting in github for Eclipse.
	  - Reach out to individuals who have asked not to be included.
	
	- What about opt-out committers - can we enable that?
	  - Ask webdev to find a way to allow people to opt-out - eg. Send an email to committers to enable opt-out through adding name to a file.

Draft of 2021 Jakarta EE Marketing Plan-high level (20 mins)	
Reminder to review Jakarta EE Strategic Research Questions-Deadline by Friday 30 Oct EOD (2mins)	Per email from Karen, please have all comments in by Friday, November 6th - link

Jakarta EE 9 Final Release Marketing Plan Sheet **(10 mins)** .
 	
● Please review and start planning
● Jakarta EE 9 messaging doc-do we need to update this? Request from the steering committee?
 	
● Jakarta EE Ad strategy and timeline
  ○ **Sign up sheet for members interested to participate in monthly update/reporting calls**
  ○ **First meeting in November**
 	
● Technical WP- content team provided the detailed outline -circling back to SMEs for their feedback. SMEs think we should interview the other identified SMEs for specific topics (Dmitry, Sebastian and Marcus)
  ●
● Members to complete the Progress Report to present for the Q3 Operations update
	- Please signup for reviews of the Jakarta EE Ad strategy - see signup sheet
	
	- Please update your results in the Progress Report document

● **Jakarta EE Wikipedia page**
  ● **Marketing committee to review and help with updating the content doc**
  ● Schedule a working session	

Roadmap for Jakarta EE **(Ed) (10 mins)**	-

● In the Steering committee Ivar made a quick plea that we have a road-map for Jakarta EE. I think the Marketing committee could take some part in putting this together. I would like to hear other members thoughts. My recommendation would be that we take responsibility for soliciting and acquiring roadmap thoughts/ideas/directions from the API and possibly even associated implementation teams -- then we package it into something that has consistent look/feel. I would further propose that we regularly solicit for updates to this roadmap (2x per year, maybe more often if things are evolving more rapidly). In this way, we are providing a consistent and easy reference overview that describes where Jakarta EE is going. ● **Updates on value proposition doc-Ed?**	
Revamping the compatible products page-requested by the Specification Committee (EF) **(5 mins)** ● Current design: https://preview.uxpin.com/1c435579 cd58af14d81d3fc320510b7bbea66a 14#/pages/132121602 ● Phase 2 design added here to revisit Oct 13: https://github.com/jakartaee/jakarta. ee/issues/878 ● Is the PR for phase 1 ready to merge? **https://github.com/jakartaee/jakar ta.ee/pull/872** ● https://deploy-preview-872--jakartae e.netlify.app/compatibility/	-
Engage with tooling vendors to get their tooling support for Jakarta EE **(8 mins) (Cesar/Jon)** ● David's proposal- Marketing Committee to review and brainstorm ideas of the next call ● Content Page ● Tools vendor tracking sheet ● Creating a html page similar to the pdf ● Link to the datasheet	-
Event Planning **(6 mins)**	

● **KubeCon NA-17- 20 November-members to [sign up](#) for booth duty-Deadline 30 Oct**
 	
● **JakartaOne Livestream-Dec 8**
   ○ Registration is [open](#)
   ○ Event details/program will be published early Nov
   ○ Invite your teams [submit a paper to Jakarta EE 20](#)20 event
      ● **[Social kit for members to promot](#)**e-Updated to include release celebration
● **J4K conference-13 and 14 Oct**
   ○ Feedback needed on the event
   ○ Over 1200 booth visits at EF virtual booth
   ○ Over 140 registrations for live sessions
 	
● ECE-[Community day](#) & [Cloud Native Java Track](#)
● **Devnexus 2021-sponsoring virtual event on 19 Feb**
   ○ Sliver, gold and platinum sponsorship
● **JakartaOne Livestream China**
   ○ **Date?**	

Updates on Jakarta EE related user group in China **(5 mins)**
-If you have Chinese speaking colleagues, can you please review the issue below and provide input if any by the end of this week? The plan is to merge the changes in production and have it live next week.
https://github.com/jakartaee/jakarta.ee/issues/866
	- Mailing list is created: https://accounts.eclipse.org/mailing-list/jakarta.ee-community.china
	- WeChat coordinates:
	   - Jakarta EE Community China
	   - Public Primeton Marketing channel where Jakarta EE is promoted

[Collateral repository](#) **(7 mins) (Cesar)** ● https://github.com/jakartaee/collateral ● Updates PR submission template doc-[owner](#)? The Jakarta EE [youtube channel guidelines](#) for review/feedback Timeline, Copyright and Distribution	

Disclaimers [document Requirements Checklist](link) Volunteer to create a "How to contribute" video ● Community folder	
Jakarta EE Working Group Announcements proposal https://github.com/jakartaee/jakarta.ee/issues/880 ● This proposal fits with the current announcements section in the front page. ● The proposal provides a section for official Working Group statements and takes advantage of current website setup.	
"Jakarta EE" vs "Eclipse Jakarta EE" branding **(3 mins)** (Jon)[BRAND USAGE HANDBOOK](link) ● It was recommended to review https://jakarta.ee/legal/trademark_guidelines/ in addition to branding guidelines https://jakarta.ee/legal/trademark_guidelines/jakarta-ee-branding-guidelines.pdf ● If the marketing committee identifies gaps in the guidelines, MKT members can start a document to collaborate on and suggest changes to be made to the doc	

Parking lot items:	- Attracting new committers and contributors
	    ● Brainstorming [doc](link)
	    ● Marketing Committee to review and help with "How to Contribute" page
	Jakarta EE committee members contribution to foojay.io - discuss opportunities for promoting Jakarta EE on the platform (Dominika)
	Review decision making process (Eric)