Jakarta EE Marketing Committee Meeting - Oct 15, 2020

Attendees:	**Eclipse Foundation:**
Cesar Hernandez (Tomitribe)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
Ed Bratt (Oracle)	Karen McNaughton (Eclipse Foundation)
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)	

Oct. 15, we covered items in order through "Jakarta EE 9 Final Release Marketing Plan Sheet"

Agenda	Minutes
General discussion	-
Approval of the previous mtg minutes **(5 mins)**	Without objection we approved the minutes from last week.
Reporting to/from Steering Committee **(7mins) (Ed)**	- Meeting was held in two parts -- first half was on the usual zoom call. The second half was held as an open meeting as part of the J4K conference. - All members were invited the previous week and the steering committee wants to have more focus and preparation for the public sessions. - Jakarta EE 9 release progress. All ballots must be started by end of next week. Proposal is to focus Specification calls on supporting Spec. leads and answer questions/provide support as needed. - Tanja provided a proposal for 2021 Program plan. Will dedicate a future meeting to a detailed review of this plan. - Second Part (Public) -- J4K conference members. Registrations compared well with other J4K conference booths. Majority of participants were the "usual suspects" - Covered Q&A, Jakarta EE 9, LiveStream in Dec. and EclipseCon (next week!)

Review Marketing Operations Update-Q3 **(30mins)**	Shabnam shared the slides and provided a guided walkthrough. ● Some additional effort to improve SEO consistency may help improve data gathering ● Added Jelastic as a participating member ● Marketing goals generally show lots of work all ongoing. ● LiveStream, Brazil was well attended ● Good progress with Blogs -- can use more. ● Press/Announcements down y/y but anticipate pickup i Q4 ● Members please complete the SEO Progress report ● Improvement pointers ● Presented the marketing budget and progress through Q3. ● Eric suggested a task-board that members are working on -- to track and remind / follow progress. Tanja will provide a few more edits to the program plan. Provide comments directly to Tanja. Will seek approval for Neil to present to Steering Committee at the meeting, week after next.

Jakarta EE 9 Final Release Marketing Plan Sheet **(15 mins)**
● Please review and start planning
● **Jakarta EE 9 Release page mockups and timeline -please review and vote** Note: developed a new secondary branding element which builds and complements the boat's (logo icon) dynamic angles, and that evokes a feeling of movement and swiftness. Both concepts use organic wave-like vector imagery to compliment the Jakarta EE brand.
Concept #1:
• The organic waves in the main banner could be animated to add a sense of motion.a EE brand.
Concept #2:
• The organic waves in the top banner can be animated which will add a dynamic "cool factor" and capture attention.
● **Jakarta EE Ad strategy and timeline-Please review and if any, please provide feedback by Monday EOD ET.**
● Technical WP detailed outline in progress-interviews completed
● Jakarta EE Wikipedia page
   ● Marketing committee to review and help with updating the content doc
● **Members to complete the Progress Report to present for the Q3 Operations update**
	Discussed feedback on the mockup.
	● Concerned that the page design is inconsistent with the rest of the site look and feel
	   ○ Shabnam mentioned motivation behind the new styling: e.g. each new major release of the IDE was/is a big event which included a new look and feel for the website (used to be eclipse.org homepage, now we have eclipse.org/eclipseide as dedicated landing page), splash page, social icons, etc.
	   ○ The idea is that each time we have a major release we will do something visually engaging, compelling, and cool to get the community and industry hyped up about the release. This continues to be the case for the IDE and is a common approach in the software industry.
	● Discussion about committer highlights -- who would be listed -- Random set of committers from all recent committers to the project
	   ○ Pull list of current committers, once a week -- Shabnam to check with Admins if a list could be generated weekly -- or if there is a resource we could point a community member at who could write something (as script?)
	Next step -- submitted to designer. Want this available for release of Jakarta EE 9.
	Discussed moving forward -- recommendation is to go forward and possibly adjust a few elements in an incremental way.
	Keep navigation similar across the whole site.

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)**
● Fujitsu Enterprise Application Platform as a Compatible Software Product for Jakarta EE-Sep 30
● Reached out to Tmax and Apusic Kingdee to inform them about the changes
● Discussed and approved on the previous Marketing Committee call:
   ○ Present multiple products versions (up to 3 versions)
   ○ Vendor logo will link to compatible products homepage or products' download page (up to the vendor)
   ○ Vendors should create a TCK results page (e.g. https://www.fujitsu.com/jp/products/software/middleware/business-middleware/middleware/applatform/jakartaee-report/eap100-ee8full-tck-results/ and https://openliberty.io/certifications/jakartaee/platform/8/TCKResults.html) for the products versions being featured on the compatibility products page and display the compatibility logo on that page as the proof of use (requirement of the trademark registry)
● Current design: https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7bbea66a14#/pages/132121602
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● 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/jakarta.ee/pull/872** ● https://deploy-preview-872--jakartaee.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)**
 ● **JakartaOne Livestream-Dec 8**
    ○ Registration is open
    ○ CFP extended to Oct 1
    ○ Invite your teams submit a paper to Jakarta EE 2020 event
        ● **Social kit for members to promote**-please start promoting
 ● **Devnexus 2021-sponsoring virtual event on 19 Feb**
    ○ Sliver, gold and platinum sponsorship
 ● **KubeCon NA-17- 20 November- members to sign up for booth duty**
 ● **Steering Committee meeting with current members and those interested to potentially join the WG on 6 Oct- need to promote**
 ● ECE-Community day & Cloud Native Java Track
 ● **J4K conference-13 and 14 Oct**
    ○ Virtual Community Booth for members to sign up
    ○ Dedicating one of the booth sessions on Tuesday to host a public steering committee call.
    ○ MKT Committee to suggest topics and volunteers to	

participate the update call at J4K ● **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	-
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 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 ● 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](#)
	    ● Marketing Committee to review and help with "How to Contribute" page
	    ● Review decision making process (Eric)
	    ● Jakarta EE committee members contribution to foojay.io - discuss opportunities for promoting Jakarta EE on the platform (Dominika)