Jakarta EE Marketing Committee Meeting - October 4, 2018

Agenda

- ✓ Approval of the previous mtg minutes **(5 mins)**
- ✓ Review of actions from last call **(10 mins)**
  - Eclipse to update FAQs with most recent talking points/or can be done through a pull request. Target completion ~ 11/15.
  - Ed to check with program committee for possible ways to present specs process at Code One
  - Eclipse writing a jakarta.ee announcement post. Committee members to promote.
  - Amelia to create a Twitter card/template for Jakarta EE & MicroProfile for use along with social media kit.
- ✓ Standardizing EE4J project pages - Committee to reach out to our teams for people who can:
  - Organize the top level page to summarize all of the various projects
  - Create a common structure & formatting for consistent information on each individual project page
  - Actions:
- ✓ Reporting to/from Steering Committee (Mike) **(10 mins)**
  - **Promote release candidates/daily builds. All sub-projects will set up for release candidates by Dec 14. Community involvement and agile processes are key messages. It would be beneficial to create blog posts about this on respective corporate blogs.**
  - **On Oct 22, a Glassfish release candidate will come out**
- ✓ [Member blog editorial calendar](#) for members to signup **(10 mins)**
  - Past blogs (Tanja)
- ✓ Jakarta EE blog (10 mins)
  - Create a blogs tab (similar to http://microprofile.io/blog) or blog aggregator (like http://www.planeteclipse.org/planet/) - EF to do. MicroProfile approach is preferred (combined aggregator and blog platform). Target late Q4 for having in place
- ✓ Overview of first Jakarta EE hangout (Amelia) in addition to why 2 calls, WG and Community call (delay? reasoning)

Attendees

Ed Bratt - Oracle
Debbie Hoffman - Payara
Cesar Saavedra - Red Hat
Jonathan Gallimore - Tomitribe
Dan Bandera - IBM

Eclipse Foundation representatives:
Paul White (Eclipse Foundation)
Thabang Mashologu (Eclipse Foundation)
Tanya Obradovic (Eclipse Foundation)

Stephanie Swart (Eclipse Foundation)

Discussions:
Ed said a laptop, monitor & space could be provided to talk informally about Jakarta EE (spec, developer processes) at Bear Event during Code One. 6:30-9:30 on Sunday night. If interested in talking about Jakarta EE - reach out to Ed.

Will Lyons & Dimitre working on Jakarta EE blog posts soon. Committee asked to promote on corporate accounts.

Standardizing EE4J project pages
Paul said there are a couple projects that are essentially done with content and are waiting for a template to get it online. Ed to share what exists for the Java EE template.

Report from Steering Committee - by Paul.
Release candidate of GlassFish for October 22 is something we want people to start downloading. Also at stage that can start downloading nightly builds. We should be encouraging the community through our marketing channels that the builds being done on a nightly basis are available for use. It's an open process & you can participate. Will be mentioned at Code One and EclipseCon, but the message we can share now is that people should keep watching for continuous updates. Full PR push for Dec. 14th - goal date for all builds complete and Eclipse GlassFish is Java EE 8 certified.

Dan adds that mentioning release candidates and daily builds should be promoted but don't turn them into a big event. The big event for marketing is Dec 14th.

Ed said we could also highlight the number of people participating. Used to be Oracle did most of this and that's not the case anymore - people can have input into how it's designed. Asked if we can tabulate community contributions/gather stats. Paul says it should be possible.

Member blog editorial calendar
If you've written Jakarta EE themed blog posts/status updates that are not included on the editorial calendar, feel free to add them. The upcoming tab shows news topics & dates of things we can address moving forward. To be shared with Mike D. to show what we've got coming out.

Jakarta EE blog - probably late Q4
Blog aggregator leading candidate for how to get the blogs on the site. They could be posted on other sites and then brought into Jakarta EE's site. Eclipse to implement (probably late Q4). Dan likes a combined approach for ability to post directly to Jakarta EE or to aggregate from other sources.

Overview of first Jakarta EE hangout
In a transition period at moment with calls - hard to say if it will be weekly or biweekly moving forward.

JakartaOne Main Conference
Main conference pushed to 2020. Paul mentioned smaller virtual event conference in first half of 2019.

EclipseCon
There is a lot of room for Jakarta/MicroProfile/cloud-native Java at the conference. Committee to give a push on social - it's a developers conference. Eclipse has specific messaging or twitter cards that can be shared if you want to use it. If attending EclipseCon and want to participate in Community Day - send email to Tanja. https://wiki.eclipse.org/JakartaEE_-_MicroProfile_-_Community_day

Actions:

Tanja to start an email thread; Jonathan to check with Tomitribe for the original MicroProfile template to use as a starting place for standardizing EE4J project pages.

Committee members to write a blog on corporate sites, or retweet a blog regarding October 22 release and start telling the story/GlassFish is here. Theme of blogs: we thought the process would be different, and it is. Availability of nightly builds. Release candidates. (similar to how we did the launch in April, have a corporate spin on the article and how it's relevant to you).

Committee members - add to the blog editorial calendar with blog posts that we're publishing related to Jakarta EE.