

Jakarta EE Marketing Committee Meeting - April 25, 2019

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Reporting to/from Steering Committee (Mike D) **(10 mins)**
- Discuss Jakarta EE 8.0 go-to-market planning (Thabang & Paul) **(10 mins)**
 - Promote at least one compatible implementation at Oracle Code One
- Update on trademark and logo usage guidelines (Paul & Thabang) **(10 mins)**
 - Update on Jakarta EE 8 Compatibility Trademark License Agreement and updated [Jakarta EE Trademark Guidelines](#)
 - [Discuss Jakarta EE brand guidelines](#) - looking for feedback
- Update on Jakarta One virtual event (Tanja & Thabang) **(10 mins)**
 - Update on planning
 - Vote on name
- Community Engagement email (5 min)
 - Jakarta EE Update call May 8th
 - Agenda and lead for the call
- Planning for Jakarta Developer survey rollout (Thabang) **(5 mins)**
 - Review [timeline](#) — we need blogs for May 7!
- Parking lot items
 - Conferences coverage and participation
 - [Amelia] talk about the Mktg budget and what has been used up to this point [**from previews minutes- repeated multiple times**]
 - Discuss the revised budget
 - Removing the “EE” from “Jakarta EE” for names of events, conferences, etc.

Attendees:

Dan Bandera (IBM)

Mike DeNicola (Fujitsu)

Edward Bratt (Oracle)

Amelia Eiras (Tomitribe)

Dominika Tasarz (Payara)

Cesar Saavedra (Red Hat)

Eclipse Foundation:

- Thabang Mashologu
- Tanja Obradovic
- Stephanie Swart
- Gabriela Motroc

Previous meeting minutes: **Approved**

Discussed:

- **Steering Committee updates:**
 - Blog to go public April 30th about update on Jakarta (what's happening right now)
 - Volunteer needed to lead the Community WG meeting on May 8th and going forward
 - Pathways documented for Jakarta EE and recommendations to follow
 - Branding update expected next week
- **Jakarta EE 8.0 go-to-market plan:**
 - At least one compatible implementation to be presented at Oracle Code One
- **Trademark and logo usage guidelines:**
 - Currently working on version for Jakarta EE 8. To be signed off
 - Trademark guidelines language needs to be updated. Draft (in process) should be ready by next week
 - Logo usage document (now accessible) links back to the trademark guidelines
 - In case of discrepancies, trademark guidelines document prevails
 - Follow-up with Ivar
- **JakartaOne virtual event**
 - Reza Rahman (Microsoft) will be the community chair for the first event
 - Event will be recorded
 - Event date (one week before Oracle OpenWorld): September 10th. Jakarta EE 8 should be the focal point
 - Duration of event: 8hrs.
 - Look into events happening at the same time
 - Program Committee to be decided soon. Simon Ritter to support the event
 - Discussions in progress about [website](#), options for call for papers, Program Committee etc.
 - Name vote JakartaOne Live: yes 3 (Dominika, Cesar, Mike), no 3 (Dan, Ed, Amelia)
- **Community Engagement email**
 - Turn the email update into blog
 - Agenda already shared with the community. Ideally, structure should be created first, then invite people to contribute
 - Almost every week, there will be communication/event about Jakarta EE
 - Add new events to [Jakarta EE Community Calendar](#)
 - Volunteers to lead May 8 event/meeting
- **Jakarta Developer survey rollout → not discussed**
- **Conferences coverage and participation → not discussed**

- **Discuss the revised budget → not discussed**

Actions:

- Eclipse Fdn. to send email with logo usage guidelines, trademark guidelines. Feedback needed. Thabang will provide working draft
- Add Jakarta EE-related events to [Jakarta EE Community Calendar](#)
- Progress on JakartaOne virtual event will be visible for the marketing committee
- JakartaOne virtual event name: Thabang to follow up with Paul on voting rules. If unable to break the tie, EF will propose additional names for vote