

## Jakarta EE Marketing Committee Meeting - June 11, 2020

### Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(8 mins)** (Neil)
- Community Project / repository **(10 mins)**
  - [https://docs.google.com/document/d/10SgJHd8Bphs4\\_ZxzVBgvVHm16W3mORPv93iGOUbrkTo/edit?usp=sharing](https://docs.google.com/document/d/10SgJHd8Bphs4_ZxzVBgvVHm16W3mORPv93iGOUbrkTo/edit?usp=sharing)
  - Feedback from the Marketing Committee?
  - Add requirements in the repo: All materials shared and collaborated on in the community repo should adhere to the Jakarta EE [Trademark Guidelines](#), [Jakarta EE Brand Usage Handbook](#), and Copyright and Distribution Notices for Eclipse Documents
- Jakarta EE 9 Milestone Release Marketing Plan [Timeline Sheet](#) **(5 mins)**
  - Supporting quotes from members for PR-[include messaging for survey](#)- deadline June 15
  - Will Lyons provided the [Jakarta EE 9 milestone release messaging](#)
  - Feedback from the Marketing Committee?
- Engage with tooling vendors to get their tooling support for Jakarta EE **(10 mins)**
  - Marketing Committee to suggest ways to incent [vendors](#)
  - Data Sheet for tool vendors (David Blevins [Email](#))
  - Jakarta EE 9 Datasheet [draft-A/I](#): Request that each team planning on delivering compatible implementations, including component implementations such as Weld, Hibernate and Metro provide a [version number](#) and planned [quarter](#) for delivery
    - Goal to have 10+ implementations on the list
- Brainstorm new ways to attract new contributors/committers **(5 mins)**
  - Review and add to the brainstorming [doc](#)
- Proposal to promote Jakarta EE in China **(5 mins)**
  - Suggestion-create an affiliated organization (e.g. Jakarta EE Ambassadors) that complies with trademark licence focused on Jakarta EE (e.g. China Jakarta EE Community) that has members from Jakarta EE WG and individuals not associated with the working group.
  - Members who are willing to participate in this effort in china?
- Event Planning **(5 mins)**
  - **CodeOne-any updates?**
  - **Jakarta EE 9 Milestone Release Party**
    - 1-2 hours panel style event
    - Open registration on crowdcast once the date is confirmed-next Tuesday 16 June
  - JakartaOne Livestream- Brazil (targeting) 29 August
    - Meeting [minutes](#)
  - **JakartaOne Livestream Español- October 12**
- SEO best practice [document](#) **(5 mins)**
  - Please review and start implementing-[SEO best practices V2](#) that was approved by the committee is saved in Marketing Committee folder
  - Tracking the progress of members' performance-[quarterly updates](#)

- May need to update the document after receiving strategy plan from SEO consulting agency
- Jakarta EE Developer Survey (2 mins)
  - [Survey findings](#)-may need to postpone the publishing date if the milestone release date slips
- Parking Lot for the next meeting:
  - Jakarta EE Community Call on June 10-Updates
  - New Jakarta EE Community newsroom
  - Jakarta EE Tech talks
    - We need new speakers

### **Attendees:**

Ed Bratt (Oracle)  
 Jonathan Gallimore (Tomitribe)  
 Neil Patterson (IBM)  
 Dan Bandera (IBM)  
 Cesar Hernandez (Tomitribe)  
 Dominika Tasarz (Payara)  
 Eric Meng (Primeton)  
 Ryan James (Tomitribe)

### **Eclipse Foundation:**

Shabnam Mayel (Eclipse)  
 Tanja Obradovic (Eclipse)

### **Discussion:**

- Approval of minutes from the 4th of June - Minutes were approved without objection.
- Steering Committee report
  - Milestone release focused and progress made
  - Steering committee to meet up by the 16th the latest to make the final decision about the Milestone Release status
  - Reviewed reports from TCK and GlassFish on their progress - moving forward with good confidence to hit the date
  - Drafting the Tooling Datasheet was discussed
  - Still aiming for the 23rd of June for the release
  - It's important to highlight in our marketing efforts that the Milestone Release is not to be used for compatibility as it's not a full release
- Community Project update
  - [https://docs.google.com/document/d/10SgjHd8Bphs4\\_ZxzVBgvVHm16W3mORPv93iGOUbrkTo/edit?usp=sharing](https://docs.google.com/document/d/10SgjHd8Bphs4_ZxzVBgvVHm16W3mORPv93iGOUbrkTo/edit?usp=sharing)
  - Discussion about the title of the Project - Tanja suggested that 'Community' may be misleading, 'Collateral' proposed instead
  - Marketing Committee members should be listed as contributors
  - Tanja to check if the project name adheres to branding guidelines
  - Image-use licensing and terms discussed and explained by Shabnam

- Proposal from Eric - checklist / process for content creation
- Cesar to work with Tanja to get the project submitted
- Jakarta EE 9 Milestone Release Marketing Plan [Timeline Sheet](#) (5 mins)
  - Members to submit quotes, deadline is Monday the 15th, [include messaging for survey](#)
  - We have to wait until Steering Committee decides on the 16th before we start rolling the activities out
  - Draft press release to be ready for review by the committee by end of this week
  - Discussed the virtual party event
  - Will Lyons provided the [Jakarta EE 9 milestone release messaging](#) - committee members to look through the doc and provide feedback. Shabnam suggested having links to GitHub page for progress of compatible products - vendors to add to the toc.
- Neil explained the objectives and progress on the Jakarta EE 9 Datasheet [draft](#)
  - Need to highlight that the namespace change will also affect the Spring users (e.g. Jetty, Tomcat) - a lot of users may think they don;t have to worry about that
  - Datasheet to go out to the tool vendors, to be used as a conversation-starter
- Brainstorm new ways to attract new contributors/committers
  - Shabnam explained the goals of the brainstorming [doc](#)
  - Members to share ideas and add to the doc, as well as comment on the existing ones
  - Discussion on who exactly is our audience - Current Jakarta EE users, users of Java EE who don't know about the namespace and branding change etc.
- Event Planning
  - CodeOne - no updates
  - JakartaOne Livestream Español- scheduled for October 12, running the event in Spanish language
- Proposal to promote Jakarta EE in China
  - Eclipse is working towards organising a community in China - committee members to use their community relationships within the country to help raise awareness and help building the community.