

Jakarta EE Marketing Committee Meeting - November 15, 2018

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Review of actions from last call **(10 mins)**
 - ✓ Jonathan to schedule a meeting with Thabang & Stephanie & EF WebDev Manager to discuss standardization of projects/meeting from Nov 13th.
 - ✓ Amelia to ask David about reaching out to the panel for a live stream/video announcement to do Dec 14th announcement.
 - ✓ Stephanie to flesh out a plan to use video for Dec 14th announcements. [Update on Panel video/interview](#) idea
 - ✓ Thabang to confirm whether Dec 14 PR will be embargoed.
- Reporting to/from Steering Committee (Mike D) **(10 mins)**
- Jakarta EE blog update **(10 mins)**
- Dec 14 announcement planning **(5 mins)**
 - [Member blog & announcement calendar](#) for members to sign up
 - [Update on Panel video/interview](#) idea
- ✓ [Jakarta EE Trademark Policy](#) **(10 mins)**
- JakartaOne Live Discussion **(10 mins)**
- ✓ Jakarta EE WG monthly call **(2 min)** - Nov 28th
 - [Agenda](#)
- Parking lot
 - November 29 agenda (no meeting on November 22)
 - Vote on recommending Steering Committee adopts [Jakarta EE Trademark Policy](#)
 - JakartaOne Live Discussion **(10 mins)**
 - Devvxx BE retrospective (w/ Jadon & Jameka)

Attendees

Amelia Eiras - Tomitribe
Jonathan Gallimore - Tomitribe
Dominika Tasarz / Debbie Hoffman - Payara
Ed Bratt - Oracle
Neil Patterson - IBM
Mike Denicola - Fujitsu
Cesar Saavedra - Red Hat

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

Discussions:

Standardization of Projects

Meeting yesterday organized by Ed to establish a mechanism for project information/meta data to include. Today, Jon met with marketing team, Tanya, & Eclipse web dev team to discuss how to implement the project. Paul suggested keeping topic on agenda to keep project moving forward. Thabang mentioned it would be great to have ready for Dec 14th but likely would continue beyond that date.

Live stream & Dec 14th promotion

Amelia reported David will reach out to panel for live stream. David will provide his ideas for how to move this forward.

Mike D/Paul said steering committee mentioned not understanding what was being asked of them in terms of promoting Dec 14th news topics. Paul suggested marketing committee members become the contact person for each of the vendors. Amelia suggested we need the broader community.

Feel free to add topics to blog & announcement calendar.

Stephanie created [spreadsheet for panel/videos](#). Could use Eclipse Youtube live stream or could do individual interviews using Zoom and/or at live events. Have several videos from Devox. Could also release sections from the Town Hall video (ECE) in the weeks leading up to Dec 14 release. Paul suggested doing another Town Hall video. Committee asked to help recruit people to interview - add to the panel/video spreadsheet. Help with editing of recorded videos will be necessary.

Thabang reported no need to embargo anything from Dec 14 PR.

Mike D- report from Steering Committee

Steering Committee brought up Jakarta EE Working Group call. Dec 14th still looks doable.

Jakarta EE Blog

Thabang said we have existing aggregator, PlanetEclipse.org - allows anyone in community to set up a blog feed from an existing blog into PlanetEclipse (Become a Jakarta EE Author/Add your blog). Proposing adding a blog link to navigation on Jakarta.ee that would look similar to <http://planeteclipse.org/planet/> containing community blogs. Putting a hold on ability to author content on the jakarta.ee website for time being.

Jakarta Trademark Policy

[Draft of policy](#) - Proposing creation of 2 new logos, derivative of Jakarta EE logo. One is for members to use and the second is to say "Jakarta EE certified". Possible future mark may include one for Champions. Member logos can be used by members of working group only. Use of certified logo requires you have a compliant implementation as defined by the spec process and also a signator of Eclipse Foundation Trademark License (still being finalized). Amelia would like to see logos before policy, Neil & Mike D said we could have a policy in place prior to creation/approval of logos.

Jakarta Working Group Monthly Call

Tanja would like all to [look at agenda and add items as needed](#). Steering committee said there was low attendance from non-committee members and asked that we spread the word and ask other working group members to participate. Amelia said the name of the group is not obvious to community that “working group” is open to everyone. Paul said it’s for working group members and in January we will have a monthly meet up for community members.

REMINDER: No Call Nov 22nd, Thanksgiving.

Actions:

Mike to ask steering committee for participants in the panel/videos and if we could use the Dec 18th steering committee call for Town Hall/what’s going on with Jakarta.

Committee to vote on Nov 29th on the Jakarta Trademark Policy, whether it will be sent to Steering Committee.