

## Jakarta EE Marketing Committee Meeting - Oct 29, 2020

<p><b>Attendees:</b>          Cesar Hernandez (Tomitribe)          Neil Patterson (IBM)          Ed Bratt (Oracle)          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)</p>	<p><b>Eclipse Foundation:</b>          Tanja Obradovic (Eclipse Foundation)          Karen McNaughton (Eclipse Foundation)</p>
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Agenda	Minutes
General discussion <b>(2mins)</b>	- Shabnam is off on maternity leave and Karen will be assisting the marketing committee during that period.
Approval of the previous mtg minutes <b>(2 mins)</b>	Approved
Reporting to/from Steering Committee <b>(7mins) (Neil)</b>	2021 Planning <ul style="list-style-type: none"> <li>- Possible items to undertake               <ul style="list-style-type: none"> <li>- Jakarta EE 9 JDK 11 release</li> <li>- Jakarta EE 10 release</li> <li>- Standalone TCKs</li> <li>- Decompose TCKs that have downstream specification tests</li> <li>- Standalone spec releases</li> <li>- Eliminate GlassFish dependency</li> </ul> </li> <li>- Need a good way to solicit community input - polls or other means.</li> </ul>
<b>KubeCon NA-17- 20 November- members to <a href="#">sign up</a> for booth duty-Deadline 30 Oct (2mins)</b>	
Jakarta EE committee members contribution to foojay.io - discuss opportunities for promoting Jakarta EE on the platform <b>(Dominika) (5mins)</b>	Dominika not present - defer for next time

<p>Decide on <a href="#">Contributor card</a> list-who are the contributors we are including. Implementation+Spec or only Specs? (10 mins)</p> <p>Numbers only focused on specs or specs +implementation.</p> <ul style="list-style-type: none"> <li>- Jakarta EE 9 Release page <a href="#">mockups</a> and <a href="#">timeline</a></li> <li>- <a href="#">Github issue</a> for webdev to start implementation</li> </ul> <p>Do we need to have the link to Jakarta EE 8 on the Jakarta EE 9 release page</p>	<ul style="list-style-type: none"> <li>- List of committers highlighted in the carousel on the page <ul style="list-style-type: none"> <li>- Spec only vs Glassfish and TCK included - need the implementations and supporting projects <ul style="list-style-type: none"> <li>- Releasing version 9 which at this point is inclusive of Glassfish and the TCK - potential decoupling in the future</li> <li>- Inclusive potentially gives a better story to the community about contributions</li> <li>- anyone who might have contributed to the TCK or GlassFish should be included in the Jakarta EE 9 carousel. Since GF is the Reference implementation, they are still helping out and contributing to the project and Jakarta EE 9 overall, so my opinion is to include them. They deserve a mention.</li> <li>- Motion to approve using contributors from all three areas was not seconded.</li> </ul> </li> <li>- Suggestion - move forward with the web design and a sample for the design of the rotating carousel. <ul style="list-style-type: none"> <li>- Defer decision until November 9</li> <li>- Will take the decision in the marketing committee based on input in the <a href="#">github issue</a></li> </ul> </li> <li>- Rotating random list - Jonathan to talk to Chris <a href="https://github.com/jakartaee/jakarta.ee/pull/923">https://github.com/jakartaee/jakarta.ee/pull/923</a></li> <li>- Pull the relevant json list weekly -decided to include anyone with a committer role; anyone who created PR on EE4J project <ul style="list-style-type: none"> <li>- Potentially tie into a badging system</li> </ul> </li> <li>- Line of Code stats - remove this and keep the 3 other stats <ul style="list-style-type: none"> <li>- Get final stats when everything for the release is final.</li> </ul> </li> </ul> </li> </ul>
<p><a href="#">Draft of 2021 Jakarta EE Marketing Plan-high level</a> (20 mins)</p>	<p>Please review this draft before Tuesday's steering committee meeting and provide comments in the file.</p>
<p>Reminder to review Jakarta EE Strategic Research Questions-Deadline by Friday 30 Oct EOD (2mins)</p>	
<p>Jakarta EE 9 Final Release Marketing Plan Sheet (10 mins) .</p> <ul style="list-style-type: none"> <li>• Please <a href="#">review</a> and start planning</li> <li>• <a href="#">Jakarta EE 9 messaging doc</a>-do we need to update this? Request from the steering committee?</li> <li>• <a href="#">Jakarta EE Ad strategy</a> and <a href="#">timeline</a> <ul style="list-style-type: none"> <li>○ <a href="#">Sign up sheet</a> for members interested to participate in monthly update/reporting calls</li> <li>○ First meeting in November</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Please signup for reviews of the Jakarta EE Ad strategy - see signup sheet</li> <li>- Please update your results in the Progress Report document</li> </ul>

<ul style="list-style-type: none"> <li>• <a href="#">Technical WP</a>- content team provided the detailed outline -circling back to SMEs for their feedback. SMEs think we should interview the other identified SMEs for specific topics (Dmitry, Sebastian and Marcus)</li> <li>•</li> <li>• Members to complete the <a href="#">Progress Report</a> to present for the Q3 Operations update</li> </ul>	
<ul style="list-style-type: none"> <li>• <a href="#">Jakarta EE Wikipedia page</a> <ul style="list-style-type: none"> <li>• <b>Marketing committee to review and help with updating the <a href="#">content doc</a></b></li> <li>• Schedule a working session</li> </ul> </li> </ul>	
<p><b>Roadmap for Jakarta EE (Ed) (10 mins)</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• <b>Updates on value proposition doc-Ed?</b></li> </ul>	-
<p>Revamping the compatible products page-requested by the Specification Committee (EF) <b>(5 mins)</b></p> <ul style="list-style-type: none"> <li>• Current design: <a href="https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7b7b66a14#/pages/132121602">https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7b7b66a14#/pages/132121602</a></li> <li>• Phase 2 design added here to revisit Oct 13: <a href="https://github.com/jakartaee/jakarta-ee/issues/878">https://github.com/jakartaee/jakarta-ee/issues/878</a></li> <li>• Is the PR for phase 1 ready to merge? <a href="https://github.com/jakartaee/jakarta-ee/pull/878">https://github.com/jakartaee/jakarta-ee/pull/878</a></li> </ul>	-

<ul style="list-style-type: none"> <li>• <a href="https://ta.ee/pull/872">ta.ee/pull/872</a></li> <li>• <a href="https://deploy-preview-872--jakartae.netlify.app/compatibility/">https://deploy-preview-872--jakartae.netlify.app/compatibility/</a></li> </ul>	
<p>Engage with tooling vendors to get their tooling support for Jakarta EE (8 mins) (Cesar/Jon)</p> <ul style="list-style-type: none"> <li>• David's <a href="#">proposal</a>- Marketing Committee to review and brainstorm ideas of the next call</li> <li>• <a href="#">Content Page</a></li> <li>• Tools vendor <a href="#">tracking sheet</a></li> <li>• Creating a html page similar to the pdf</li> <li>• <a href="#">Link</a> to the datasheet</li> </ul>	-
<p>Event Planning (6 mins)</p> <ul style="list-style-type: none"> <li>• <b>KubeCon NA-17- 20 November-members to <a href="#">sign up</a> for booth duty-Deadline 30 Oct</b></li> <li>• <b>JakartaOne Livestream-Dec 8</b> <ul style="list-style-type: none"> <li>○ Registration is <a href="#">open</a></li> <li>○ Event details/program will be published early Nov</li> <li>○ Invite your teams <a href="#">submit a paper to Jakarta EE 2020</a> event <ul style="list-style-type: none"> <li>• <a href="#">Social kit for members to promote</a>-Updated to include release celebration</li> </ul> </li> </ul> </li> <li>• <b>J4K conference-13 and 14 Oct</b> <ul style="list-style-type: none"> <li>○ Feedback needed on the event</li> <li>○ Over 1200 booth visits at EF virtual booth</li> <li>○ Over 140 registrations for live sessions</li> </ul> </li> <li>• ECE-<a href="#">Community day</a> &amp; <a href="#">Cloud Native Java Track</a></li> <li>• <b>Devnexus 2021-sponsoring virtual event on 19 Feb</b> <ul style="list-style-type: none"> <li>○ Silver, gold and platinum sponsorship</li> </ul> </li> <li>• <b>JakartaOne Livestream China</b> <ul style="list-style-type: none"> <li>○ <b>Date?</b></li> </ul> </li> </ul>	
<p>Updates on Jakarta EE related user group in China (5 mins) -If you have Chinese speaking colleagues,</p>	<ul style="list-style-type: none"> <li>- Mailing list is created: <a href="https://accounts.eclipse.org/mailling-list/jakarta.ee-community.china">https://accounts.eclipse.org/mailling-list/jakarta.ee-community.china</a></li> <li>- WeChat coordinates:</li> </ul>

<p>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.  <a href="https://github.com/jakartaee/jakarta.ee/issues/866">https://github.com/jakartaee/jakarta.ee/issues/866</a></p>	<ul style="list-style-type: none"> <li>- Jakarta EE Community China</li> <li>- Public Primeton Marketing channel where Jakarta EE is promoted</li> </ul>
<p><b><u>Collateral repository_ (7 mins) (Cesar)</u></b></p> <ul style="list-style-type: none"> <li>• <a href="https://github.com/jakartaee/collateral">https://github.com/jakartaee/collateral</a></li> <li>• Updates PR submission template doc-<a href="#">owner</a>? The Jakarta EE <a href="#">youtube channel guidelines</a> for review/feedback Timeline, Copyright and Distribution Disclaimers <a href="#">document</a> <a href="#">Requirements Checklist</a> Volunteer to create a “How to contribute” video</li> <li>• Community folder</li> </ul>	
<p><b>Jakarta EE Working Group Announcements proposal</b>  <a href="https://github.com/jakartaee/jakarta.ee/issues/880">https://github.com/jakartaee/jakarta.ee/issues/880</a></p> <ul style="list-style-type: none"> <li>• This proposal fits with the current announcements section in the front page.</li> <li>• The proposal provides a section for official Working Group statements and takes advantage of current website setup.</li> </ul>	
<p>“Jakarta EE” vs “Eclipse Jakarta EE” branding <b>(3 mins)</b> (Jon)<a href="#">BRAND USAGE HANDBOOK</a></p> <ul style="list-style-type: none"> <li>• It was recommended to review <a href="https://jakarta.ee/legal/trademark_guidelines/">https://jakarta.ee/legal/trademark_guidelines/</a> in addition to branding guidelines  <a href="https://jakarta.ee/legal/trademark_guidelines/jakarta-ee-branding-guidelines.pdf">https://jakarta.ee/legal/trademark_guidelines/jakarta-ee-branding-guidelines.pdf</a></li> <li>• If the marketing committee identifies gaps in the guidelines, MKT</li> </ul>	

<p>members can start a document to collaborate on and suggest changes to be made to the doc</p>	
<p>Parking lot items:</p>	<ul style="list-style-type: none"><li>- Attracting new committers and contributors<ul style="list-style-type: none"><li>• Brainstorming <a href="#">doc</a></li><li>• Marketing Committee to review and help with “How to Contribute” page</li></ul></li></ul> <p>Jakarta EE committee members contribution to foojay.io - discuss opportunities for promoting Jakarta EE on the platform (Dominika)</p> <p>Review decision making process (Eric)</p>