

Jakarta EE Marketing Committee Meeting - September 20, 2018

Agenda

- ✓ Approval of the previous mtg minutes **(5 mins)**
- ✓ Review of actions from last call **(10 mins)**
 - ✓ Code One: [blogs](#), conference [attendees](#) spreadsheet
 - ✓ EclipseCon: Skeleton review, members promoting event & Paul's overview
- ✓ Reporting to/from Steering Committee (Mike) **(15 mins)**
- ✓ Eclipse Foundation Specification Process coverage at Oracle Code One 2018 (Tanja) **(5 mins)**
- ✓ EclipseCon Jakarta EE & MicroProfile coverage (Tanja) **(5 mins)**
- ✓ Project websites -- Templates? Common data? Eclipse project pages -- common data? Leave to developers or offer assistance and/or guidance? (Ed Bratt) **(5 mins)**
- Onboarding - reporting on progress by Neil & Amelia **(5 mins)**
- Use of member branding - acknowledging user contributions **(5 mins)**
- Difference between MicroProfile and Jakarta EE **(5 mins)**
 - Messaging to add to latest [talking points](#)
- Update on action stemming from Ivar's email - request to reach out to Apache to link to Jakarta EE from the parked Apache Jakarta web page
- Parking lot for Sep 27 meeting:
 - Plan for promoting Eclipse GlassFish downloads
 - Plan for standardizing EE4J project pages

Attendees

Mike Denicola - Fujitsu
Amelia Eiras - Tomitribe
Dan Bandera - IBM
Jonathan Gallimore - Tomitribe
Debbie Hoffman - Payara
Ed Bratt - Oracle
Ivar Grimstad - Committer Representative
Simon Maple - LJC
Cesar Saavedra - Red Hat

Eclipse Foundation representatives:

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

ACTIONS

Amelia to reach out to Code One participants to ask if they'd like to contribute blogs, and will add a tab to track who was contacted & responses.

Paul to review EclipseCon attendee registrations for participant members.

Ed to check with program committee for possible ways to present specs process at Code One.

Could the Foundation please write a jakarta.ee announcement post about “Java EE TCKs going open source”?

Discussions:

Marketing committee meetings to continue weekly.

Code One blogs: please add to the [spreadsheet](#). Aiming to publish before Oct 8th so there is time to promote on Twitter.

EclipseCon Overview by Paul:

Technical conference with independent program committee. Meet people engaged in community/other committers. 8 tracks. Find out what’s happening in open source world & what matters to development community. Message should be about developer experience. Should have about 600 attendees. Plan to integrate MicroProfile & Jakarta EE story (cloud-native Java). New this year: talk on the spec process. (Marketing committee could play this up in promotions)

Committee can reach out to networks to help promote EclipseCon.

Steering Committee Report by Mike:

At last meeting, EclipseCon was discussed and everyone requested to reach out to networks to get people to attend. Oracle contributions moving along nicely. Spec process draft in progress - target review in about a week, and goal for community review by Code One.

Paul mentioned steering committee sets fees/budget for working group & some funds are applied to marketing committee. SC can establish their own budget. Working group call scheduled for Monday.

Participant Members:

Make sure they are aware of what we’re trying to do/what messaging is. Dan suggested Eclipse review attendee list for EclipseCon to find & reach out to participant members and network during social times at conference. Paul suggested strategic members do the same.

Eclipse Foundation Specification Process update by Tanya

1st draft for community review for Code One & ECE. Looking to share/socialize specification process with community at Code One & ECE. Still determining who can participate & present at Code One. Eclipse to provide materials for it - need someone to look into covering the topic at Code One.

Dan suggested people deeply involved in the specs (such as Mark Little(?) David Blevins presenting jointly). Ed mentioned the schedule is already set for Code One and will check with program committee for possible ways to present this. Simon mentioned nighthacking.

EclipseCon Program/Schedule - <https://www.eclipsecon.org/europe2018>

Project Websites (Ed) - do we want a consistent template for project websites? Currently, project websites are diverse. Ed's opinion is that there is a common look & feel across all of the projects, so when people move from one project to another the navigation remains the same, everything is familiar and easier to navigate.

Thabang reminded us the marketing plan that talks about having a project plan similar to microprofile.io/projects. (But once you click into a specific project, there doesn't seem to be a standard format of each page). Paul mentioned to consider the projects operate independently under the PMC - we can just state recommendations.

Next steps might include coming up with a skeleton of what to include on the project page. An email thread to be started & group created to address project.