

## Jakarta EE Marketing Committee Meeting - August 27, 2020

<p><b>Attendees:</b>          Cesar Hernandez (Tomitribe)          Neil Patterson (IBM)          Ed Bratt (Oracle)          Melissa Jacobus (Oracle)          Dominika Tasarz (Payara)          Eric Meng (Primeton)          Dan Bandera (IBM)          Jonathan Gallimore (Tomitribe)          John Clingan (Red Hat)          Ryan St James (Tomitribe)</p>	<p><b>Eclipse Foundation:</b>          Shabnam Mayel (Eclipse Foundation)          Tanja Obradovic (Eclipse Foundation)          Thabang Mashologu (Eclipse Foundation)</p>
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Agenda	Minutes
General discussion	<p>Notes:</p> <ul style="list-style-type: none"> <li>- Marketing committee meetings will be weekly going forward at the same time using the same call-in number</li> </ul>
Approval of the previous mtg minutes <b>(5 mins)</b>	<ul style="list-style-type: none"> <li>- Change made re Eclipse Community Github repo</li> <li>- Contributor/Committer - we will require an <a href="#">Eclipse Contributor Agreement, and Eclipse account</a>.</li> <li>- Tanja to revert the minutes on this and it will be added to this call minutes:               <ul style="list-style-type: none"> <li>- while it is correct the ECA is not necessary, after further evaluation it is strongly recommended for the following reasons:                   <ul style="list-style-type: none"> <li>- all contributors in Jakarta EE space (coders or not) will be viewed the same</li> <li>- all contributors will be doing so under the same terms</li> <li>- all contributors will be required to read the agreement and have a good understanding of what it means being part of open source community and being involved with Jakarta EE under Eclipse Foundation.</li> </ul> </li> <li>- For all the above reasons I will add a note that we strongly encourage all contributors to sign ECA.</li> </ul> </li> <li>- Motion to approve contingent on the changes being reverted - Approved</li> </ul>
Reporting to/from Steering Committee <b>(7mins) (Neil)</b>	<ul style="list-style-type: none"> <li>- Jakarta EE 9 progress               <ul style="list-style-type: none"> <li>- No new ballot specs - many coming soon</li> <li>- Decision to defer date decision until next week</li> </ul> </li> <li>- Ivar's webinar with JetBrains - Jakarta EE 9 and beyond</li> </ul>

	<ul style="list-style-type: none"> <li>- Concern about communication future of Jakarta - see item on this week's agenda</li> </ul>
<p>Jakarta EE 9 Full Release Marketing Plan Sheet <b>(5 mins)</b></p> <ul style="list-style-type: none"> <li>• JakartaOne Livestream Event Date-Marketing Committee to pick a date,</li> <li>• Suggestion based on Kevin's input <ul style="list-style-type: none"> <li>○ Jakarta EE 9 Release date-Tuesday 3 November and JakartaOne Livestream 10 November</li> <li>○ Silent release on 3 November and external release announcement on 10 Nov-12 during JakartaOne Livestream</li> <li>○ Note: Devovx BE was usually on the same week</li> </ul> </li> <li>• Please <a href="#">review</a> and start planning <ul style="list-style-type: none"> <li>○ <a href="#">Updates</a> on Technical WP</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Waiting for the release date from the committee</li> <li>- Will amplify socially the Specs as they get through the ballot process</li> <li>- Use Slack channel to provide information as the specs get approved</li> <li>- Technical whitepaper <ul style="list-style-type: none"> <li>- Ivar Grimstad, Arjan Tijms , Adam Bien, David Blevins - outline</li> <li>- -&gt; For high-level discussions and overall input: Ivar G., David B., Arjan T., Adam B.</li> <li>-&gt; For Specific Discussions and Topics: <ul style="list-style-type: none"> <li>--&gt;Arjan Tijms</li> <li>--&gt;Adam Biens</li> <li>--&gt;Sebastian Daschner.</li> <li>--&gt;Markus Karg</li> <li>--&gt;Thorben Janssen</li> </ul> </li> </ul> </li> <li>- *** Shabnam to add a <a href="#">sheet for WP</a> including list of SMEs to the planning doc into the Release Marketing Plan - Launch timetable</li> </ul>
<p>Event Planning <b>(10 mins)</b></p> <ul style="list-style-type: none"> <li>• <b>2020 JakartaOne Livestream Events <a href="#">Doc</a></b> <ul style="list-style-type: none"> <li>○ Marketing Committee members feedback on the doc?</li> </ul> </li> <li>• <b>JakartaOne Livestream</b> <ul style="list-style-type: none"> <li>○ <b>Date change</b></li> <li>○ Invite your teams <a href="#">submit a paper to Jakarta EE 2020 event</a> <ul style="list-style-type: none"> <li>• <a href="#">Social kit for members to promote</a>-please start promoting</li> <li>• CPF is extended until 15 Sep. Members to promote on their channels</li> </ul> </li> </ul> </li> <li>• <b>JakartaOne Livestream-Turkey 7 Nov?</b></li> <li>• <b>JakartaOne Livestream China</b> <ul style="list-style-type: none"> <li>○ <b>Date?</b></li> </ul> </li> <li>• <b>J4K conference-13 and 14 Oct</b> <ul style="list-style-type: none"> <li>○ Virtual Community Booth for members to <a href="#">sign up</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Livestream - Turkey <ul style="list-style-type: none"> <li>- Tanja to connect and determine what their plan would be and how firm they are to have it this year (Nov 7 - challenging)</li> <li>- Localized events - help with these but have them run as independently as possible.</li> <li>- Recommend that we defer to the new year.</li> </ul> </li> <li>- J4K.io <ul style="list-style-type: none"> <li>- Free virtual booth (10 am - 5 pm eastern)</li> <li>- Need help to staff the booth (see <a href="#">sign-up sheet</a>)</li> <li>- Demos, talks, live (crowdcast)</li> <li>- Deadline for members to sign up for booth duty - September 4 to allow time to set up</li> </ul> </li> <li>- JakartaOne Livestream Events Doc <ul style="list-style-type: none"> <li>- Need a way to keep the conversation going with the language specific communities, post-livestream</li> <li>- Long term view into language specific nurture and social outreach - amplify activity</li> <li>- Likely will involve the organizers being willing to continue</li> <li>- Twitter handle - specific for language - is it being used effectively post event?</li> <li>- Add recommendation into the Livestream Events doc to event organizers that they should be continuing the conversation</li> </ul> </li> </ul>
<p>Updates on Jakarta EE related user group</p>	

<p>in China <b>(5 mins)</b>  -Feedback from session with Chris</p>	<ul style="list-style-type: none"> <li>- Website <ul style="list-style-type: none"> <li>- Working on multi-language support with Chris, Tanja</li> </ul> </li> <li>- Mailing list - emails sent and responses coming in with agreement to help (subscription responses automated - <a href="http://jakarta.eaworld.io/maillinglist.html">http://jakarta.eaworld.io/maillinglist.html</a>) <ul style="list-style-type: none"> <li>- Should have an Eclipse link for this?</li> <li>- Do we need a local URL?</li> <li>- Won't be using the .eaworld.io website - temporary for trial purposes</li> <li>- Mailing list is separate from Working Group - community based list.</li> </ul> </li> <li>- Communications <ul style="list-style-type: none"> <li>- Trying WeChat but some issues (may not be supported internationally)</li> <li>- Skype also being considered (<a href="https://join.skype.com/Xcsyl5Riqdgr">https://join.skype.com/Xcsyl5Riqdgr</a>) <ul style="list-style-type: none"> <li>- Members asked to try this.</li> </ul> </li> </ul> </li> </ul>
<p>Revamping the compatible products page-requested by the Specification Committee (EF) <b>(10 mins)</b></p> <ul style="list-style-type: none"> <li>● Present multiple products versions</li> <li>● Present historical certification request of compatible products</li> </ul>	<ul style="list-style-type: none"> <li>- Christie Witt shared mock-up of desired changes.</li> <li>- Github issue #861 <ul style="list-style-type: none"> <li>- Proof of compatibility goes to github not the results</li> <li>- Enables multiple compatibility versions to be shown if desired</li> <li>- Download link now through Logo link.</li> <li>- Vendors need Compatibility logo displayed on their own pages next to their compatible products</li> </ul> </li> <li>- Discussion tabled until next week</li> </ul>
<p><a href="#">Collateral repository</a> <b>(5 mins) (Cesar)</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: <ul style="list-style-type: none"> <li>PR submission template</li> <li>doc-owner?</li> <li>The Jakarta EE <a href="#">youtube channel</a></li> <li><a href="#">guidelines</a> for review/feedback</li> <li>Timeline,</li> <li>Copyright and Distribution</li> <li>Disclaimers <a href="#">document</a></li> <li><a href="#">Requirements Checklist</a></li> <li>Volunteer to create a “How to contribute” video</li> </ul> </li> <li>● Community folder</li> </ul>	<p>Deferred to next week</p>
<p>Roadmap for Jakarta EE <b>(Ed) (5 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</li> </ul>	<p>Deferred to next week</p>

<p>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.</p>	
<p>Engage with tooling vendors to get their tooling support for Jakarta EE <b>(8 mins)</b> <b>(Cesar/Jon)</b></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>• Tools vendor <a href="#">tracking sheet</a></li> </ul>	<p>Deferred to next week</p>
<p>“Jakarta EE” vs “Eclipse Jakarta EE” branding <b>(5 mins)</b> (Jon)<a href="#">BRAND USAGE HANDBOOK</a></p>	<ul style="list-style-type: none"> <li>• Did not cover during the call</li> <li>• Create an infographic to explain the usage</li> <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</li> <li>• <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> </ul>
<p>Parking lot items:</p>	<ul style="list-style-type: none"> <li>- Jakarta EE Wikipedia page <ul style="list-style-type: none"> <li>• Marketing committee to help with updating content</li> </ul> </li> <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> <li>- Devnexus 2021-sponsoring virtual event on 19 Feb</li> <li>- Providing resources to the marketing committee &amp; strict 2 people per org limit on committee participation (David)</li> </ul>