

Jakarta EE Marketing Committee Meeting - Oct 22, 2020

<p>Attendees: 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>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation)</p>
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Agenda	Minutes
<p>General discussion (5mins)</p>	<p>- Shabnam leaving next week on maternity leave for 6 months; Karen will be helping out.</p>
<p>Approval of the previous mtg minutes (2 mins)</p>	<p>Approved</p>
<p>Reporting to/from Steering Committee (7mins) (Neil)</p>	<p>Reviewed Public session during J4K.io and J4K.io results</p> <ul style="list-style-type: none"> ● Presentation link ● Total booth traffic was 1000+. ● Registrations for sessions was 140. <p>Discussed Jakarta EE 9 status</p> <ul style="list-style-type: none"> ● 7 specs need to be to ballot for Friday <ul style="list-style-type: none"> ○ All but JSP seem to be in reasonable shape and it is at risk ● Following the individual specs, we will need to complete the Platform Specs ● Recommended that a review of all projects during 2021 planning to determine those that are thin on contributors <p>Discussed 2021 Program Plan</p> <ul style="list-style-type: none"> ● All members will review the draft Program plan prepared by Tanja and provide written feedback for the Oct 27 meeting by Oct 25. See link at Draft Proposal 2021 Jakarta EE Program Plan ● <Note Marketing plan will be done post Program plan but feed any input on Program plan into reps on the steering committee>

<p>Marketing Operations Update-Q3 (3 mins)</p> <ul style="list-style-type: none"> ● Feedback from the MKT Committee ● Neil to provide summary to steering committee 	<ul style="list-style-type: none"> - Question on conference burnout and effect on 2021 <ul style="list-style-type: none"> - Focus on specific events - local vs global - Involvement still important for post event viewing - Localized events are proving to be successful <ul style="list-style-type: none"> - Perhaps look at multiple short sessions over time vs full day events - Continue to work with local user groups and organizers - Perhaps look at a survey on any event fatigue from audience
<p>Jakarta EE committee members contribution to foojay.io - discuss opportunities for promoting Jakarta EE on the platform (Dominika) (10mins)</p>	<p>Will review next week</p>
<p>Jakarta EE 9 Final Release Marketing Plan Sheet (10 mins)</p> <ul style="list-style-type: none"> ● Please review and start planning ● Jakarta EE 9 messaging doc-do we need to update this? Request from the steering committee? ● Jakarta EE 9 Release page mockups and timeline <ul style="list-style-type: none"> ○ Github issue for webdev to start implementation ○ Committer's list to feature on the community section of the release page? 89 is the number of specification committers who have actually made at least one commit. There have been 149 specification project committers for all time.161 committers have actually made at least one contribution on any EE4J subprojects. 211 the total number of people who have ever had commit status on any EE4J subproject ever. ○ Line of Codes to include implementations or not? 4.3 million vs 64.8 ● Jakarta EE Ad strategy and timeline <ul style="list-style-type: none"> ○ Sign up sheet for members interested to participate in monthly update/reporting calls ○ First meeting in November ● Technical WP- 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) ● Jakarta EE Wikipedia page 	<ul style="list-style-type: none"> - List of committers highlighted in the carousel on the page <ul style="list-style-type: none"> - Spec only vs Glassfish and TCK included - need the implementations and supporting projects - Rotating random list - Jonathan to talk to Chris https://github.com/jakartaee/jakarta.ee/pull/923 - 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"> - Potentially tie into a badging system - Line of Code stats - remove this and keep the 3 other stats - Please signup for reviews of the Jakarta EE Ad strategy - see signup sheet - Please update your results in the Progress Report document

<ul style="list-style-type: none"> Marketing committee to review and help with updating the content doc Members to complete the Progress Report to present for the Q3 Operations update 	
<p>Roadmap for Jakarta EE (Ed) (10 mins)</p> <ul style="list-style-type: none"> 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. Updates on value proposition doc-Ed? 	-
<p>Revamping the compatible products page-requested by the Specification Committee (EF) (5 mins)</p> <ul style="list-style-type: none"> Current design: https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7bbea66a14#/pages/132121602 Phase 2 design added here to revisit Oct 13: https://github.com/jakartaee/jakarta-ee/issues/878 Is the PR for phase 1 ready to merge? https://github.com/jakartaee/jakarta-ee/pull/872 https://deploy-preview-872--jakartaee.netlify.app/compatibility/ 	-
<p>Engage with tooling vendors to get their tooling support for Jakarta EE (8 mins) (Cesar/Jon)</p> <ul style="list-style-type: none"> David's proposal- Marketing 	-

<ul style="list-style-type: none"> Committee to review and brainstorm ideas of the next call • Content Page • Tools vendor tracking sheet • Creating a html page similar to the pdf • Link to the datasheet 	
<p>Event Planning (6 mins)</p> <ul style="list-style-type: none"> • JakartaOne Livestream-Dec 8 <ul style="list-style-type: none"> ○ Registration is open ○ Event details/program will be published early Nov ○ Invite your teams submit a paper to Jakarta EE 2020 event <ul style="list-style-type: none"> • Social kit for members to promote-Updated to include release celebration • KubeCon NA-17- 20 November-members to sign up for booth duty • J4K conference-13 and 14 Oct <ul style="list-style-type: none"> ○ Feedback needed on the event ○ Over 1200 booth visits at EF virtual booth ○ Over 140 registrations for live sessions • ECE-Community day & Cloud Native Java Track • Devnexus 2021-sponsoring virtual event on 19 Feb <ul style="list-style-type: none"> ○ Silver, gold and platinum sponsorship • JakartaOne Livestream China <ul style="list-style-type: none"> ○ Date? 	
<p>Updates on Jakarta EE related user group in China (5 mins)</p> <p>-If you have Chinese speaking colleagues, 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.</p> <p>https://github.com/jakartaee/jakarta.ee/issues/866</p>	<ul style="list-style-type: none"> - Mailing list is created: https://accounts.eclipse.org/mailling-list/jakarta.ee-community.china - WeChat coordinates: <ul style="list-style-type: none"> - Jakarta EE Community China - Public Primeton Marketing channel where Jakarta EE is promoted
<p>Collateral repository (7 mins) (Cesar)</p> <ul style="list-style-type: none"> • https://github.com/jakartaee/collater 	

<ul style="list-style-type: none"> • al • Updates PR submission template doc-owner? The Jakarta EE youtube channel guidelines for review/feedback Timeline, Copyright and Distribution Disclaimers document Requirements Checklist Volunteer to create a “How to contribute” video • Community folder 	
<p>Jakarta EE Working Group Announcements proposal https://github.com/jakartaee/jakarta.ee/issues/880</p> <ul style="list-style-type: none"> • This proposal fits with the current announcements section in the front page. • The proposal provides a section for official Working Group statements and takes advantage of current website setup. 	
<p>“Jakarta EE” vs “Eclipse Jakarta EE” branding (3 mins) (Jon)BRAND USAGE HANDBOOK</p> <ul style="list-style-type: none"> • It was recommended to review https://jakarta.ee/legal/trademark_guidelines/ in addition to branding guidelines https://jakarta.ee/legal/trademark_guidelines/jakarta-ee-branding-guidelines.pdf • If the marketing committee identifies gaps in the guidelines, MKT members can start a document to collaborate on and suggest changes to be made to the doc 	
<p>Parking lot items:</p>	<ul style="list-style-type: none"> - Attracting new committers and contributors <ul style="list-style-type: none"> • Brainstorming doc • Marketing Committee to review and help with “How to Contribute” page <p>Jakarta EE committee members contribution to foojay.io - discuss</p>

	opportunities for promoting Jakarta EE on the platform (Dominika) Review decision making process (Eric)
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