

## Jakarta EE Marketing Committee Meeting - Sep 10, 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>  Shabnam Mayel (Eclipse Foundation)  Tanja Obradovic (Eclipse Foundation)</p>
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Agenda	Minutes
General discussion	-
Approval of the previous mtg minutes ( <b>5 mins</b> )	Approved
Reporting to/from Steering Committee ( <b>7mins</b> ) ( <b>Neil</b> )	<p><b>Release 9</b></p> <ul style="list-style-type: none"> <li>● GA target is November 20th</li> <li>● LiveStream is December 8th</li> </ul> <p><b>Public sharing of meeting discussions - from Steering Committee</b></p> <ul style="list-style-type: none"> <li>● Agreed: Could publish minutes to Working Group lists (Jakarta EE Working Group &lt;jakarta.ee-wg@eclipse.org&gt;) could help with text into mail</li> <li>● Perhaps do scheduled meetings publicly - will start with J4K meeting</li> <li>● Other committees encouraged to do the same</li> </ul>
<p>Jakarta EE 9 Full Release Marketing Plan Sheet (<b>7 mins</b>)</p> <ul style="list-style-type: none"> <li>● Please <a href="#">review</a> and start planning</li> <li>● <a href="#">Updates</a> on Technical WP</li> </ul>	<p>The Jakarta EE 9 marketing plan sheet and the timeline were reviewed. Started to work on revamping the Jakarta EE 9 release page which will feature images of committers, contributors and maintainers contributing to the release of Jakarta EE 9. Could do 3 pictures shown at a time in a row that refresh upon page load.</p> <p>Technical WP: Interview scheduled with Ivar, Adam Bien, and Arjan Tijms.. Waiting for response from David Blevins.</p> <p>JakartaOne Livestream</p> <ul style="list-style-type: none"> <li>● 30 submissions so far. Speakers need to confirm availability</li> <li>● Extend CFP?</li> </ul>

	<ul style="list-style-type: none"><li>○ May need to fill gaps if speakers are no longer available for the date</li><li>● Is the timing fixed? 12 hours too much?<ul style="list-style-type: none"><li>○ Different time zones being covered</li><li>○ Zoom fatigue?</li><li>○ A ton of content already available</li><li>○ Good opportunity to generate very useful content that will serve us as we move toward release 10</li><li>○ Replays are very popular - around double live attendee numbers</li></ul></li><li>● Jakarta EE 9 release page, social promotions and press release should go live on December 8th</li></ul>
<p>Revamping the compatible products page-requested by the Specification Committee (EF) (7 mins)</p> <ul style="list-style-type: none"><li>● Discussed and approved on the previous Marketing Committee call:<ul style="list-style-type: none"><li>○ Present multiple products versions (up to 3 versions)</li><li>○ Vendor logo will link to compatible products homepage or products' download page (up to the vendor)</li><li>○ Vendors should create a TCK results page (e.g. <a href="https://www.fujitsu.com/jp/products/software/middleware/business-middleware/middleware/appplatform/jakartaee-report/eap-100-ee8full-tck-results/">https://www.fujitsu.com/jp/products/software/middleware/business-middleware/middleware/appplatform/jakartaee-report/eap-100-ee8full-tck-results/</a> and <a href="https://openliberty.io/certifications/jakartaee/platform/8/TCKResults.html">https://openliberty.io/certifications/jakartaee/platform/8/TCKResults.html</a>) for the products versions being featured on the compatibility products page and display the compatibility logo on that page as the proof of use (requirement of the trademark registry)</li></ul></li><li>● Current design: <a href="https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7bbea66a14#/pages/132121602">https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7bbea66a14#/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/872">https://github.com/jakartaee/jakarta-ee/pull/872</a></li><li>● <a href="https://deploy-preview-872--jakartaee.netlify.app/compatibility/">https://deploy-preview-872--jakartaee.netlify.app/compatibility/</a></li></ul>	<ul style="list-style-type: none"><li>● Request to drop any comments on the github issue: <a href="https://github.com/jakartaee/jakarta-ee/pull/872">https://github.com/jakartaee/jakarta-ee/pull/872</a></li><li>● Update request approved for merging</li><li>● Need compatible product vendors to add the compatibility logo on the page for the TCK results associated with the downloadable software version that is compatible.</li></ul>

<p>Updates on Jakarta EE related user group in China <b>(5 mins)</b></p>	<ul style="list-style-type: none"> <li>- Need to get multi-member participation in the community in China</li> <li>- Mailing list still not decided <ul style="list-style-type: none"> <li>- <b>Eclipse.org</b> or separate server</li> </ul> </li> <li>- Submissions to github to support translation updates</li> <li>- Typical content to introduce Jakarta EE to Chinese developers <ul style="list-style-type: none"> <li>- Focus on these for translation</li> </ul> </li> <li>- <a href="https://github.com/jakartaee/jakarta.ee/pull/867">https://github.com/jakartaee/jakarta.ee/pull/867</a></li> <li>-</li> </ul>
<p>Event Planning <b>(10 mins)</b></p> <ul style="list-style-type: none"> <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> <li>○ Dedicating one of the booth sessions on Tuesday to host a public steering committee call. MKT Committee to suggest topics for discussion</li> </ul> </li> <li>● <b>JakartaOne Livestream-Turkey 7 Nov?</b></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</a> event <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 China</b> <ul style="list-style-type: none"> <li>○ <b>Date?</b></li> </ul> </li> </ul>	<p>Did not cover</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 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</li> </ul>	<p>Did not cover</p>

<p>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>Did not cover</p>
<p><a href="#">Collateral repository</a> <b>(5 mins)</b> <b>(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 PR submission template doc-<a href="#">owner</a>? The Jakarta EE <a href="#">youtube channel</a> <a href="#">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>	<ul style="list-style-type: none"> <li>• @Cesar: Can we move this topic to the top of the agenda for next week?</li> <li>• There is an email thread that summarises the current status of the repository that now it's active and We still have a lot of work ahead in terms of guidelines definitions.</li> </ul>
<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>• 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 members can start a document to collaborate on and suggest changes to be made to the doc</li> </ul>	
<p><b>Website Announcements section 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>• @Cesar: Can we move this topic to the top of the agenda for next week?</li> <li>• The Github issue already has some comments from the technical point of view but Mkt Cmet feedback is also encouraged.</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</li> </ul>

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|  | <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> <p>- Devnexus 2021-sponsoring virtual event on 19 Feb</p> |
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