

Jakarta EE Marketing Committee Meeting - Oct 1, 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
General discussion	-
Approval of the previous mtg minutes (5 mins)	Approved
Reporting to/from Steering Committee (7mins) (Neil)	<ul style="list-style-type: none"> - Jakarta EE WG Call (Steering Committee) October 6th call for members and potential members <ul style="list-style-type: none"> - 12:30 pm eastern - Should join 10 minutes early to be prepared - Provide updates on achievements to members; benefits and opportunities; gather feedback - Public steering committee call - October 13th (J4K.io) <ul style="list-style-type: none"> - Directed at Jakarta EE and Java EE developers - Jakarta EE 9 release and livestream are focus as well as planning activities - Jakarta EE 9 release <ul style="list-style-type: none"> - 10 specs done - 2 in ballot - 13 close - 10 not close - Ivar - guidance on Jakarta EE 10 roadmap
Roadmap for Jakarta EE (Ed) (9 mins) <ul style="list-style-type: none"> ● In the Steering committee Ivar made a quick plea that we have a road-map for 	<ul style="list-style-type: none"> - Ed reviewed notes from discussion with Ivar <ul style="list-style-type: none"> - Focus on benefits of the technology to the user - Value based message

<p>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.</p> <ul style="list-style-type: none"> ● Updates on value proposition doc-Ed? 	<ul style="list-style-type: none"> - Starter (quick hit) experience pages with the technology as an adjunct to the Value based page - Make the experience visually appealing yet minimal - Initial plan - Jakarta EE 9 release page followed by other pages to support the Value based messaging. - Need to look at what can be supported on the Jakarta site. - Ed to start a google doc - (Ed's notes) <ul style="list-style-type: none"> - Goal <ul style="list-style-type: none"> - Education and awareness about the benefits of Jakarta EE - Target Audience <ul style="list-style-type: none"> - Target is Enterprise Developer, user of Jakarta EE (not possible committer, members -- that comes later) - If we can also appeal to e-level / decision makers, that's great too - What: <ul style="list-style-type: none"> - Techie focused benefits, pleasing visual look and feel. Focus on securing engagement with the technologies - Focuses on technology, not product. Focus on why Jakarta EE is an excellent choice for enterprise applications - First page contains benefits, visually appealing and concise summary of the technology with links for more details. - Modern site look & feel -- (e.g. openliberty.io, helidon.io, quarkus.io, wildfly.org, tomee.apache.org) -- animations, roll-over actions, etc. - Starter project page(s) also included https://eclipse-ee4j.github.io/starter/ - Tutorial for learners - Examples projects - (Opportunities for free/paid training from members?)
<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 Committee to review and brainstorm ideas of the next call ● Tools vendor tracking sheet ● Creating a html page similar to the pdf ● Link to the datasheet 	<ul style="list-style-type: none"> ● Once content ready anyone with a github account can submit a PR to create a new page (html) under /resources. - Link to provide comments on the datasheet - https://assets.adobe.com/id/urn:aaid:sc:US:59e8dd9d-e0d2-443a-8396-dfbfedf57060?view=published - Password: JakartaEE2020 - Work off the updates to the datasheet comments to determine what goes on html page vs 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 ○ CFP extended to Oct 1 ○ Invite your teams submit 	<p>Livestream</p> <ul style="list-style-type: none"> - 61 registered as of today - Please promote using social kit

<p>a paper to Jakarta EE 2020 event</p> <ul style="list-style-type: none"> • Social kit for members to promote-please start promoting • Devnexus 2021-sponsoring virtual event on 19 Feb <ul style="list-style-type: none"> ◦ Silver, gold and platinum sponsorship • KubeCon NA-17- 20 November-members to sign up for booth duty • Steering Committee meeting with current members and those interested to potentially join the WG on 6 Oct- need to promote • ECE-Community day & Cloud Native Java Track • J4K conference-13 and 14 Oct <ul style="list-style-type: none"> ◦ Virtual Community Booth for members to sign up ◦ Dedicating one of the booth sessions on Tuesday to host a public steering committee call. ◦ MKT Committee to suggest topics and volunteers to participate the update call at J4K • JakartaOne Livestream China <ul style="list-style-type: none"> ◦ Date? 	<p>DevNexus 2021 - review sponsorship level next time (see mailing list)</p> <p>KubeCon - please look at SME signup for booth duty</p> <p>J4K.io</p> <ul style="list-style-type: none"> - Booth <ul style="list-style-type: none"> - Need people to help - emails needed by end of day - Steering Committee Public Call <ul style="list-style-type: none"> - Potential agenda topics (leave time for feedback): <ul style="list-style-type: none"> - *Jakarta EE 9 status (one slide) - - Snapshot high level discussion - *JakartaOne Livestream (one slide) - *Jakarta EE 10 planning activities (one slide) - *Review Guide to Contributing and how to get involved - *Other Community Topics - Also to do <ul style="list-style-type: none"> - Define approach for managing the Crowdcast meeting - One screen share - Seed prepared questions to get the discussion going - E.g. invite questions ahead of time - Provide questions through the Crowdcast link - Hudson (Eclipse) will moderate
<p>Jakarta EE 9 Final Release Marketing Plan Sheet (5 mins)</p> <ul style="list-style-type: none"> • Please review and start planning • Technical WP outline in progress-reached out to John Clingan for interview-SMEs interviewed mentioned that it would be a good idea, and perhaps helpful to the white paper's angle on strategic uses of Jakarta • Jakarta EE Wikipedia page <ul style="list-style-type: none"> • Marketing committee to review and help with updating the content doc • Members to start completing the Progress Report to present for the Q3 Operations update 	<p>Not Covered - left off here</p> <ul style="list-style-type: none"> - Members please see the content doc and make recommendations. We will have a working session to review as we get closer to Release 9. - Members to fill in the progress report doc as we are going to measure the results during the Q3 operations update

<p>Updates on Jakarta EE related user group in China (5 mins) -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. https://github.com/jakartaee/jakarta.ee/issues/866</p>	
<p><u>Collateral repository</u> (7 mins) (Cesar)</p> <ul style="list-style-type: none"> • https://github.com/jakartaee/collateral • 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>Revamping the compatible products page-requested by the Specification Committee (EF) (5 mins)</p> <ul style="list-style-type: none"> • Fujitsu Enterprise Application Platform as a Compatible Software Product for Jakarta EE-Sep 30 • Reached out to Tmax and Apusic Kingdee to inform them about the changes • Discussed and approved on the previous Marketing Committee call: <ul style="list-style-type: none"> ○ Present multiple products versions (up to 3 versions) ○ Vendor logo will link to compatible products homepage or products’ download page (up to the vendor) ○ Vendors should create a TCK results page (e.g. https://www.fujitsu.com/jp/products/software/middleware/business-middleware/middleware/appplatform/jakartaee-report/eap-100-ee8full-tck-results/ and https://openliberty.io/certificatio 	

<p>ns/jakartaee/platform/8/TCKResults.html) 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)</p> <ul style="list-style-type: none"> • Current design: https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7b7b66a14#/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>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>	

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| | <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 |
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