

Jakarta EE Marketing Committee Meeting - June 4, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(10 mins)** **(Neil)**
- Community repository **(10 mins)** **(Cesar)**
 - https://docs.google.com/document/d/10SgjhD8Bphs4_ZxzVBgvVHm16W3mORPv93iGOUbrkTo/edit?usp=sharing
 - What are the objectives / requirements?
 - Issue tracker
 - And the ability for non-coders to be contributors / committers
 - Swag folder
 - Contributor/committer is not limited to “coders”
 - Do we need a dedicated project/repository?
 - Approach might be to submit project proposal for (Jakarta EE Community Material/Collateral Project)
- [Jakarta EE 2020 Strategic Plan Goals and objectives per quarter](#) **(Tanja 10 mins)**
- Engage with tooling vendors to get their tooling support for Jakarta EE **(10 mins)**
 - Marketing Committee to suggest ways to incent [vendors](#)
 - Promote the existing tooling vendors who are supporting Jakarta EE
 - Data Sheet for tool vendors (suggested by David Blevins)
https://docs.google.com/document/d/1BZBQsDWVgqTIQ_CKVmwKeE4odUAjbj3dgTcrfZH5S1w/edit
- Jakarta EE 9 Milestone Release Marketing Plan [Timeline Sheet](#) **(3 mins)**
 - Supporting quotes from members for PR-extended the deadline to June 15
 - Will Lyons to help with [Jakarta EE 9 milestone release messaging](#)
 - Include the list of other implementations that is going to adopt the namespace change in the PR-members to help with this
- Proposal to promote Jakarta EE in China **(5 mins)**
 - Suggestion-create an affiliated organization (e.g. Jakarta EE Ambassadors) that complies with trademark licence focused on Jakarta EE (e.g. China Jakarta EE Community) that has members from Jakarta EE WG and individuals not associated with the working group.
- Event Planning **(3 mins)**
 - Jakarta EE 9 Milestone Release Party
 - 1-2 hours panel style event
 - Open registration on crowdcast once the date is confirmed
 - KubeCon EU 2020
 - Requested for refund
 - KubeCon NA-interested to sponsor
 - CN4J Day in Boston in November- waiting for their sponsorship packages
 - JakartaOne Livestream- Brazil (targeting) 29 August
 - Meeting [minutes](#)
 - Annual JakartaOne Livestream
 - September 16

- Started working on launch and promotion plan
- Jakarta EE Developer Survey (2 mins)
 - [Survey findings](#)-may need to postpone the publishing date if the milestone release date slips
 - [Timeline](#)
- SEO best practice [document](#) (2 mins)
 - Please review and start implementing-[SEO best practices V2](#) that was approved by the committee is saved in Marketing Committee folder
 - Tracking the progress of members' performance-[quarterly updates](#)
- Parking Lot for the next meeting:
 - Jakarta EE Community Call on June 10
 - New Jakarta EE Community newsroom
 - Brainstorm new ways to attract new contributors/committers
 - Jakarta EE Tech talks
 - We need new speakers

Attendees:

Ed Bratt (Oracle)
 Jonathan Gallimore (Tomitribe)
 Neil Patterson (IBM)
 Cesar Hernandez (Tomitribe)
 Ryan James (Tomitribe)
 Dominika Tasarz (Payara)
 Eric Meng (Primeton)
 Kenji Kazumura (Fujitsu)

Eclipse Foundation:

Shabnam Mayel (Eclipse)
 Tanja Obradovic (Eclipse)

Discussion:

- Minutes from May 28th 2020 -- Minutes were approved without objection.
- Reporting to/from Steering Committee (Neil)
 - Kevin - Tracking PRs for the projects to determine how we are doing.
 - The absolute essential minimum requirement deliverable is Platform and Web Profile (Specs, APIs, TCKs, and CIs)
 - API jars for all components
 - Platform specs
 - GlassFish compatible implementation (some form of component implementation already exists for all APIs)
 - TCK can be executed against GlassFish compatible implementation (some form of TCK already exists for all APIs)
 - On JDK 8 (not JDK 11)
 - Eliot Martin - Glassfish - starting with all updates on JDK 8; basics running and able to access the console; Next step is JDK 11;

- Looking at the strategic planning goals and objectives
 - Community Call next week
- Jakarta EE Community Project - update and overview from Cesar
 - https://docs.google.com/document/d/10SgjhD8Bphs4_ZxzVBgvVHm16W3mORPv93iGOUbrkTo/edit?usp=sharing (REPLACE WITH A LINK IN JAKARTA EE DRIVE)
 - Committee members to review the above and comment / give feedback
 - How do we recognise those who take part - discussed and decided that we'd like to consider them as regular contributors
- Tanja's update on [Jakarta EE 20202 Strategic Plan Goals and objectives per quarter](#)
 - Release of Jakarta EE 9 - all going in the right direction, target date 23rd of June
 - Roadmaps and release schedule - moved from Q1 to Q2, currently in the process
 - Drive tooling and support for Jakarta EE
 - Grow Developer Community - document new ways to attract new contributors & committers (that's including the Community Project above), Shabnam suggested social campaign, contributors testimonials, TechTalks involvement. Marketing committee to document different ideas to discuss in the next calls. Localised community engagement raised by Ed Bratt as possibly missing from the plan - reaching out to developers from non-English speaking geographies.
 - Drive Jakarta EE Programs for Developers
 - Drive acquisition
 - Grow Jakarta EE Awareness and Broad Community Engagement
- Engage with tooling vendors to get their tooling support for Jakarta EE
- Ryan to help produce the data sheet for tool vendors. Working group kicks off on Monday to create the data sheet, Marketing Committee to help create the datasheet, promote and distribute the data sheet. Community members can reach out to their favorite tool vendors and ask them what their plans are. The data sheet can be a topic discussed during the Community Call as well. The emails were sent earlier to the Jakarta EE marketing committee with ideas and explanation for the data sheet goals but content is not ready yet, as it's technical the committee needs more information from David Blevins. Aiming for the data sheet to be ready for the milestone release.
- Everyone to review the doc below and post comments and feedback, let Neil know if you want to participate in the Working Group call on Monday the 8th of June.
https://docs.google.com/document/d/1BZBQsDWVgqTIQ_CKVmwKeE4odUAjbj3dgTcrfZH5S1w/edit
- Jakarta EE 9 Milestone Release messaging-Committee members to review the document from the Steering Committee and add feedback and comments before it's shared with the PR Agency
<https://docs.google.com/document/d/1SE6Awn26YaKbyTE5NQ6ciERenv9Yj3LvigUSA1-CtZg/edit>