Jakarta EE Marketing Committee Meeting - August 23, 2018

Agenda

- ✓ Welcome Neil Patterson from IBM
- ✓ Approval of the previous mtg minutes **(5 mins)**
- ✓ Review of actions from last call **(5 mins)**
    - o Proposed for Thabang to carry on with minor adjustments to the Marketing plan and for the committee to approve the marketing plan following this meeting - **DONE**
- ✓ Marketing plan next steps **(10 mins)**
    - ✓ Assign actions e.g. website Github issues here
    - ✓ Tools and tracking
    - ✓ Trello access: Board creation based on Mktg plan tasks - AEB
- ✓ Oracle Code ONE 2018 (scheduled August 23, 2018) **(10 mins)**
    - o Jakarta EE presence and activities (folder with skeleton docs here)
- ✓ Discuss new members & onboarding **(10 mins)**
    - o Development of onboarding process and documents for new members
    - o How to make it easier for people/companies to get involved - updates to this page? https://jakarta.ee/members/
- Use of member branding **(10 mins)**
    - o Logos on jakarta.ee
    - o Acknowledging contributions
- Difference between MicroProfile and Jakarta EE **(10 mins)**
- Parking lot / proposed topics for Sept 6 meeting:
    - o EclipseCon Europe planning (folder with skeleton docs here)
    - o Jakarta One discussion

Attendees members present (**in bold**):

- **Amelia Eiras - Tomitribe**
- **Neil Patterson - IBM**
- **Ed Bratt - Oracle**
- **Jonathan Gallimore - Tomitribe**
- **Michael DeNicola - Fujitsu**
- **Cesar Saavedra - Red Hat**
- **Debbie Hoffman - Payara**

Eclipse Foundation representatives:

- Tanja Obradovic (Eclipse Foundation)
- Stephanie Swart (Eclipse Foundation)
- **Thabang Mashologu** (Eclipse Foundation)
- Paul White (Eclipse Foundation)

ACTIONS

Action Tasks for website features/change requests:
1) Review the 10 issues on Github (existing issues are taken from our marketing plan) and begin adding details to the issue to make it possible to prioritize the existing issues. **Deadline: Sept 6**
2) Prioritization of issues: **start with a Google Poll Sept 4** and begin discussing during meeting Sept 6th. Will leave poll open until all return from vacation.
3) Allocation of issues - people volunteer to take on the issue and create code for it.

4) Marketing committee to flesh out the requirements of the issue.

Action Tasks for Oracle Code One:
1. Marketing committee to review the Oracle Code One 2018 Skeleton Event Plan by Sept 6 meeting, make comments and suggestions as necessary.
2. Amelia to coordinate with committee members and flesh out the skeleton into a plan.

New Member Onboarding Actions:
1. Amelia to send standards of operations document to general channel in Slack.
2. Neil to identify what looks good and what additional info would be helpful for new members.
3. Eclipse to create a folder for Onboarding so we can add the documents to it.

Discussions:
- Ed proposed we indicate on the agenda that we clearly mark what items were discussed during call and which are tabled for next meeting. Group agreed. Moving forward the agenda items discussed will be indicated with a checkmark bullet point so we can see which items did not get discussed
- Amelia proposed we make it clear in minutes who proposes a motion & that all agreed.
- Steering Committee update - not everyone has read the marketing plan yet. Waiting for feedback.
- Marketing plan next steps:

Process for how to get website changes done:
The code for the website is on github. Eclipse is suggesting as a way forward - track each website feature request as a github issue. Individual committee members can review and pick up issues to work on (submit pull request with code) and the Jakarta EE web dev team receives for review and ultimately the code will be committed.

Jonathan G. proposed prioritizing issues on Github. Thabang suggested a Google poll for ranking the order of issues by priorities, Jonathan & others agreed. Amelia proposed setting a deadline.

- **Trello Board**

Thabang presented a JakartaEE Trello Board for possible management of tasks for marketing committee and track status. Cards can be linked directly to GitHub issues. Marketing committee members could set up a Trello account and add credentials to meeting minutes. Stephanie/Thabang can then add members to Trello board. Neil suggested possibility of using the Trello Board to flesh out Github issues for website changes/updates.

Tomitribe IDs: @jonathangallimore & @aeiras
- **Oracle Code ONE**

Review of Oracle Code One 2018 Skeleton Event Plan extended for another week for comments from marketing committee (Sept 6). Amelia volunteers to start working on Oracle Code One 2018 planning and create it as a standard to use for future events (where we do not have a booth), using the skeleton in place and based on team comments. Each event will need to be customized but the plan will be a template.

- **New members & onboarding**

New members to be sent standards of operation and we request that they provide feedback on it immediately. Ask new members what information in addition to the standards of operation they would need to know to effectively work w/ the marketing committee. Neil suggested providing new members with the marketing plan and a way to know who the different members are and what they do/who to turn to for different information. (Member bios). Neil to identify what looks good and what additional info would be helpful for new members. Amelia proposes we need a folder for Onboarding and add the documents to it. Amelia to send document to Thabang via Slack.