

Jakarta EE Marketing Committee Meeting - January 14, 2021

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)	Eclipse Foundation: Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation)
Current Projects - Collateral Repository - Why Jakarta EE (Roadmap) content - JakartaOne Livestream - Case Studies (form) - SEO & member site updates - Jakarta EE Website redesign (go live start of Q2) - New Communities + localization - Chinese (in process)	

Agenda	Minutes
General discussion (2mins)	- Alternate meeting times to support broader team in different timezones - Calls will be recorded - Bi-weekly, alternate between 9:00 and 11:00 am Eastern Jakarta EE M&B Calendar link https://calendar.google.com/calendar/embed?src=eclipse-foundation.org_htqncihbdrjyvk402pdfpal944%40group.calendar.google.com&ctz=America%2FToronto
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	- Jakarta EE 9.1 - Still on track for 1Q

	- Still addressing APIs removed from JDK - 2021 Program Plan - will be reviewed next week - CN4J Alliance discussed
2021 Planning - quarterly view (30 minutes) - Goals & Objectives vs quarterly plan	Review the recommendations for quarterly activity in the Draft Marketing Plan Document - https://docs.google.com/presentation/d/1PZZAanHeq2nd818--QmpU_hQB26CN5iKOPzYNne--_o/edit#slide=id.gac7186da5b_0_5
JakartaOne Livestream plan (Tanja)	See email from Tanja - not a need to vote but provided for awareness; respond if you are planning on hosting an event (repeat or new)
Q1 Events - Need events for the year that members are participating in - DevNexus	Respond to Karen through Slack or email
CN4J Alliance Mailing List - Subscribe here	
• Jakarta EE Wikipedia page (5 minutes) • Marketing committee to review and help with updating the content doc • Schedule a working session	
Why Jakarta EE landing page/experience (Ed) (10 mins) • 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?	Review ideas around Brand Awareness from 2021 Marketing Plan Aim for Jakarta EE 9.1 release timeframe. Discuss Jakarta EE as a platform for innovation - Is this that Jakarta EE provides for innovation in the specs developed or as a platform for end users to innovate with? - Should be considered for both - Jakarta EE is still widely considered as a stable platform not necessarily for innovation - Do we promote it as a platform for stability or evolution? - Relation to MicroProfile as innovation onramp? - *** Jakarta EE is a stable platform for End-User Innovation ***
Progress Report	

**Jakarta EE Working Group
Announcements proposal**

<https://github.com/jakartaee/jakarta.ee/issues/880>

- 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.