

Jakarta EE Marketing Committee Meeting - July 16, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(7 mins)** (Neil)
- Jakarta EE [Q2 Operations update](#) **(25 mins)** (Shabnam)
- Updates on Jakarta EE related user group in China **(2 mins)** (Tanja)
 - Discuss who the engagement team is and what is needed / desired from the committee and representatives
- Engage with tooling vendors to get their tooling support for Jakarta EE **(8 mins)** (Cesar/Jon)
 - David's [proposal](#)- Marketing Committee to review and brainstorm ideas on the next call
 - Link to [Data sheet](#) from Ryan-completed
- Event Planning **(5 mins)**
 - **2020 JakartaOne Livestream Events** [Doc](#)
 - Marketing Committee members feedback on the doc?
 - **JakartaOne Livestream**
 - Targeting September 16
 - CPF is open. Members to promote on their channels
 - JakartaOne Livestream Brazil- August 29
 - JakartaOne Livestream Español- October 12
 - [EclipseCon 2020 - Community Day](#)
 - KubeCon NA-is going to be virtual
 - J4K conference-[prospectus](#)
- [Community Project / repository](#) **(3 mins)** (Cesar)
 - Waiting for feedback from the Marketing Committee for the email thread "Please open Jakarta EE Collateral for public review" since June 29th.
 - Updates?
- Crowcast as a platform **(5 mins)**
 - [Stats](#)
- Parking Lot for the next meeting:

Attendees:

Ed Bratt (Oracle)
Melissa Jacobus (Oracle)
Jonathan Gallimore (Tomitribe)
Neil Patterson (IBM)
Cesar Hernandez (Tomitribe)
Dominika Tasarz (Payara)
John Clingan (Red Hat)
Kenji Kazumura (Fujitsu)
Ryan James (Tomitribe)

Eclipse Foundation:

Shabnam Mayel (Eclipse)
Tanja Obradovic (Eclipse)

Thabang Mashologu (Eclipse)

Discussion:

- Approval of minutes from the 25th of June - approved without objection
- Reports to/from Steering committee
 - Unanimous vote on resolution to recognize Bill Shannon's contribution to Jakarta EE
 - Jakarta EE 9 will require Java SE 8 certification. Java SE 11 certification is a "nice to have" goal but requires TCK updates.
 - David gave presentation on updating Jakarta ecosystem (tooling vendors, etc)
 - Updated steering committee on planned livestreams
 - Steering committee adjusted budget, moving some funds from contingency fund to infrastructure needs
- Event Planning
 - Communicated "planned target dates" externally
 - Code One (now [Oracle Developer Live](#) this year) date change. [JakartaOne LiveStream](#) date cannot slip in order to avoid schedule conflict.
 - There is a date conflict with OpenWorld/"[Cloud Platform Virtual Summit](#)" on Sep 16th, however this is targeted at a different audience. So no conflict between the JakartaOne LiveStream event and the Cloud Platform Summit.
- Shabnam gave marketing operations update
 - Due to the switch towards livestreams from on-premise events, conference costs will be reduced.
 - Proposed budget reallocation to move conference budget to other areas (such as SEO)
 - Discussion on where to allocate funds, and if additional funds should be requested from the steering committee contingency fund.
 - Marketing committee to review the reallocation and provide feedback prior to the meeting to finalize the budget on the next committee meeting