

Jakarta EE Marketing Committee Meeting - June 18, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(8 mins)** (Neil)
- Jakarta EE 9 Milestone Release Marketing Plan [Timeline Sheet](#) **(10 mins)**
 - Supporting quotes from members for [PR draft-include messaging for survey](#)- deadline June 15
- Event Planning **(10 mins)**
 - **2020 JakartaOne Livestream Events** [Doc](#)
 - Marketing Committee members to review and provide feedback
 - **Jakarta EE 9 Milestone Release Party**
 - [Event doc](#)
 - [Registration opened](#) on June 16, Please [RT](#)
 - [Social Kit](#) to promote milestone release and release party
 - **JakartaOne Livestream-September?**
 - JakartaOne Livestream Español- October 12
- Engage with tooling vendors to get their tooling support for Jakarta EE **(8 mins)**
 - Data Sheet for tool vendors (David Blevins [Email](#))
 - Updates on Jakarta EE 9 Datasheet [draft](#)
- [Community Project / repository](#) **(8 mins)**
 - <https://projects.eclipse.org/proposals/jakarta-ee-collateral>
 - Add requirements in the repo: All materials shared and collaborated on in the community repo should adhere to the Jakarta EE [Trademark Guidelines](#), [Jakarta EE Brand Usage Handbook](#), and Copyright and Distribution Notices for Eclipse Document
- Proposal to promote Jakarta EE in China **(5 mins)** (Tanja)
 - Updates
 - Members who are willing to participate in this effort in china?
- Jakarta EE Developer Survey **(3 mins)**
 - [Survey findings](#)-Results will be published on June 23-will be available in [Marketing Committee drive](#) and will be emailed to respondents and members
 - [Social kit](#) for members to promote
- SEO best practice [document](#) **(3 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](#)
 - May need to update the document after receiving strategy plan from SEO consulting agency
- Parking Lot for the next meeting:
 - Jakarta EE Community Call on June 10-Updates
 - New Jakarta EE Community newsroom
 - Jakarta EE Tech talks
 - We need new speakers

Attendees:

Ed Bratt (Oracle)
Jonathan Gallimore (Tomitribe)
Neil Patterson (IBM)
Dan Bandera (IBM)
Cesar Hernandez (Tomitribe)
Dominika Tasarz (Payara)
Eric Meng (Primeton)
John Clingan (Red Hat)
Ryan James (Tomitribe)

Eclipse Foundation:

Shabnam Mayel (Eclipse)
Tanja Obradovic (Eclipse)

Discussion:

- Approval of minutes from June 11, without objection.
- Steering Committee Update -- Neil
 - Ready to move forward with M1 release of Jakarta EE 9 on June 23, 2020
 - Collecting materials for use by Marketing team
 - Schedule for ballots is aggressive. See Jakarta EE 9 release plan. An additional milestone release may be scheduled. This is only a consideration at this point.
 - Recommendation for now, is to use "Fall" for all release references.
- Shabnam described the "Release Party" plan (Jakarta EE 9 Milestone 1).
 - 11 AM EDT, Crowdcast event. Must register to attend (but you can register even after the event starts).
 - Reminder to all members, please send Shabnam your Blog article links (or update them in the Release Marketing Plan sheet).
 - All quotes are available, except for Fujitsu.
 - looked at the PR draft document. A few last minute updates to be confirmed. Will be released to press shortly, today. Press announcement on Tuesday June 23 at 7 a.m. ET.
 - Reviewed Milestone Release Party "agenda" description document. Release Party is 11 AM EDT, Tuesday June 23. Sign-up/promote from links in agenda (above). Please use the Social kit resource.
 - Will use Crowd-cast as we have for previous events (registration link)
- JakartaOne Livestream Fall event (Tanja)
 - Save the date set for Sep. 16. Does not align with the current release plan for Jakarta EE.
 - Suggests we establish a mid-July finalization date to set up target dates.
- Discussion about JakartaOne Livestream process document (Tanja)
 - Document is here.
 - It will continue to evolve.
- Jakarta EE 9 Datasheet (Neil)
 - Neil is working on the EE 9 vendor Datasheet.

- Primary initial target is tools vendors.
 - Will have a review copy ready for Monday
- Jakarta EE Collateral, Community Project (Cesar)
 - Described changes to the project proposal.
 - Not yet approved to start, but work is progressing.
- Jakarta EE in China -- Shabnam
 - Primeton is using WeChat communication channel
 - Working on recruiting members for the Jakarta EE related user group in China-already seen some interest from folks in the WeChat group
 - Work continues
- Jakarta EE Developer Survey (Shabnam)
 - Survey results will be published on June 23
 - Results will be published on June 23-will be available in the [Marketing Committee drive](#) and will be emailed to respondents and members (ungated)
 - Will have social media kit by Monday for members to use
- SEO Best Practices - Neil
 - Reviewed best practice recommendations PDF ([here](#)).
 - Shabnam: Have investigated several agencies. In the process of investigating and will make a recommendation to the committee to finalize a selection decision.
 - Reminder to members, please track and update the [quarterly update sheet](#). Members' progress report will be reviewed during the Q3 Marketing Operations Update report