

## Jakarta EE Marketing Committee Meeting - March 25, 2021

[https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC\\_7UZ6gJZk2lIpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000](https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2lIpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000)

<b>Attendees:</b> Neil Patterson (IBM) Cesar Hernandez (Tomitribe) 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) Tetiana Fydorenchyk (Jelastic) Otavio Santana (Committer Rep)	<b>Eclipse Foundation:</b> Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation) Thabang Mashologu (Eclipse Foundation)
<b>Current Projects</b> <ul style="list-style-type: none"><li>- Q1 Priorities (<a href="#">PPT link</a>, <a href="#">spreadsheet</a>)<ul style="list-style-type: none"><li>- Create program to attract contributors and promote to committers</li><li>- Create program to highlight/reward contributors based on contribution</li></ul></li><li>- Collateral Repository</li><li>- Why Jakarta EE (Roadmap) content</li><li>- JakartaOne Livestream</li><li>- Case Studies (<a href="#">form</a>)</li><li>- SEO &amp; member site updates</li><li>- Jakarta EE Website redesign (go live start of Q2)</li><li>- New Communities + localization<ul style="list-style-type: none"><li>- Chinese (in process)</li></ul></li></ul>	

<b>Action Items:</b> <ul style="list-style-type: none"> <li>• 2021-02-11: All - update progress report for week (<a href="#">Progress Report</a>)</li> <li>• 2021-02-11: Neil - Get Katacoda pricing information and policy information</li> <li>• 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation</li> <li>• 2021-03-25: Melissa - Create a document to save themes and best practices from github issues (<a href="#">link to folder</a>)</li> <li>• 2021-03-25: All - determine theme for Kubecon presence</li> <li>• 2021-03-25: All - use <a href="#">social kit</a> content to help promote Developer Survey (starting April 6)</li> <li>• 2021-03-25: All - promote JakartaOne Livestream Russia (see link below)</li> <li>• 2021-03-25: Karen - create input form for Member Profile content.</li> </ul>	<b>Completed:</b> <ul style="list-style-type: none"> <li>• 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - <b>March 18th will be the meeting</b></li> <li>• 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness</li> <li>• 2021-02-25: All - Review and provide comments on <a href="#">Github issue</a> for website re-design and announcements section meeting conclusions</li> </ul>
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- April 1 - 11:00 EST - Jay Nichols - PR</li> <li>- April 8 - 11:00 EST - normal meeting</li> <li>- April 15 - 11:00 EST - Kristy Smith - SEO</li> <li>- April 22 - 9:00 EST - normal</li> </ul>	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	CN4J Alliance call happened during Steering Committee standard call time.
<b>Jakarta EE Release 9.1 Promotion</b> <ul style="list-style-type: none"> <li>- Release 9.1 date is tentatively mid-May (allowing time for other products to complete certification)</li> <li>- Jakarta EE 9.1 <a href="#">Mktg has reviewed the deliverables for 9.1</a> (Karen to share page update ideas)</li> </ul>	<ul style="list-style-type: none"> <li>- Looking to have more compatible implementations by release date</li> <li>- Press release?               <ul style="list-style-type: none"> <li>- Having multiple compatible implementations would make it newsworthy</li> </ul> </li> <li>- Update to web</li> </ul>

	<ul style="list-style-type: none"> <li>- Minor - add 9.1 to release 9 page; download page would have 9.1; compatible products would have 9.1 tab.</li> </ul>
<p><b>2021 Developer Survey (Karen - 5 min)</b></p> <p><b>Survey complete - will be released April 6</b></p> <p>For your reference, please refer to <a href="#">the Jakarta EE Developer Survey Timeline</a>, which outlines the important dates for this survey.</p>	<ul style="list-style-type: none"> <li>- <a href="#">Link to social kit for promotion</a></li> <li>- For reference, please note <a href="#">survey collector response summary from 2020</a></li> <li>- Survey to run April 6 to April 30th</li> <li>- Use social kit to promote across member properties</li> <li>- use the specific links provided in the social kit.</li> <li>-</li> </ul>
<p><b>Technical Whitepaper status (Karen - 5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Jakarta Technical WP will soft launch March 29th</li> <li>- Full launch mid-April</li> </ul>	<ul style="list-style-type: none"> <li>- 99% complete - final review underway</li> <li>- Promote through social and newsletter as soft launch</li> <li>- Full launch after other papers/content moves through the Eclipse channel.</li> </ul>
<p><b>JakartaOne: Russian (Tanja sent email and slack message)</b></p> <p>URGENT: we need response by Friday EoD for vendor tracks 10-15 mins.</p>	<ul style="list-style-type: none"> <li>- Add vendor 10-minute speaker session to this spreadsheet (<a href="#">link</a>)</li> <li>- Promotion through member channels is appreciated. Share the following <a href="#">link</a> to the site.</li> </ul>
<p><b>KubeCon EU (Karen)</b></p> <p><a href="#">Booth Sign Up Form is here</a></p> <p>See email from Karen</p> <p>As you may be aware, we have a Silver Sponsorship for KubeCon 2021 EU. You can find all the details related to our participation and noted requirements in <a href="#">the KubeCon summary document here</a>.</p>	<ul style="list-style-type: none"> <li>- Theme? <ul style="list-style-type: none"> <li>- Talk to upcoming Release 9.1</li> <li>- Enterprise Java in a Kubernetes/Container world</li> <li>-</li> </ul> </li> </ul>
<p><b>CN4J messaging docs/PPTs (Tanja)</b></p> <p>Github issue (<a href="#">link</a>) - need help &amp; input</p>	<ul style="list-style-type: none"> <li>- Need to get links to the documents - ppt and messaging google doc.</li> <li>- Add input directly as comments in the documents</li> <li>- <a href="#">Jakarta EE &amp; MicroProfile Joint Messaging Document</a> version 2.0 3/15</li> <li>- <a href="#">Jakarta EE and MicroProfile Joint Messaging Slides</a> (version2. 3/18)</li> </ul>
<p><b>Upcoming events/cfp</b></p> <ul style="list-style-type: none"> <li>- EclipseCon 2021 - October</li> </ul>	

- CFP coming in 3 weeks	
<p>Case Studies (Karen - 5 minutes)</p> <ul style="list-style-type: none"> <li>- Members to “raise their hand” using the form to kickstart the process</li> <li>- Explore end-user experience of moving to/use Jakarta EE in production with their applications</li> <li>- Likely initial migration stories might focus on namespace change experience or new apps and value of Jakarta and the evolution of Java</li> <li>- Case Studies (<a href="#">form</a>)</li> </ul>	<ul style="list-style-type: none"> <li>- Still working with clients to get their agreement about Jakarta EE use. Waiting to get production use stories; not many have moved to that stage.</li> <li>- Could we move toward having a cadence of Member Profiles highlighted? <ul style="list-style-type: none"> <li>- Involvement</li> <li>- Motivation</li> <li>- Experience</li> <li>- Products</li> </ul> </li> <li>- Contributor Profiles - testimonials</li> </ul>
<p>Q4 2020 Jakarta EE Marketing Operations Report - Q&amp;A (Karen - 10 minutes)</p> <ul style="list-style-type: none"> <li>• <a href="https://docs.google.com/presentation/d/13IMUc7EkOVyX3X1b36bJJ-kX_IFsJnhHdkSnc-5lpms/edit#slide=id.gbb658bd4a9_0_6">https://docs.google.com/presentation/d/13IMUc7EkOVyX3X1b36bJJ-kX_IFsJnhHdkSnc-5lpms/edit#slide=id.gbb658bd4a9_0_6</a></li> </ul>	
<p>Member Activity Tracking Requirements <a href="#">Progress Report</a> (Neil - 5 minutes)</p> <p>All Members must provide ongoing information about their support for Jakarta EE promotion</p>	
<p>Why Jakarta EE landing page/experience (Ed) (10 mins)</p> <ul style="list-style-type: none"> <li>• Working Document link can be found <a href="#">here</a></li> <li>• 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.</li> <li>• <b>Updates on value proposition doc-Ed?</b></li> </ul>	<ul style="list-style-type: none"> <li>- Q2 - Re-examine in light of new website content and messaging.</li> </ul>

Quarter by Quarter plan review (10 minutes) - <a href="#">link</a>	
<ul style="list-style-type: none"> <li>• <a href="#">Jakarta EE Wikipedia page</a> (5 minutes) <ul style="list-style-type: none"> <li>• Marketing committee to review and help with updating the <a href="#">content doc</a></li> <li>• Schedule a working session</li> </ul> </li> </ul>	