

Jakarta EE Marketing Committee Meeting - March 5, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(10 mins)** (Mike D)
- Event Planning **(20 mins)**
 - COVID-19 impact
 - Postponement of KubeCon EU 2020 and CN4J Day
 - Devvxx France 2020 for 15-17 April
 - Booth [sign-up sheet](#)
- Event KPIs and metrics **(10 mins)**
- Enabling JUGs **(5 mins)**
 - Find speakers for JUG Meetups each month (add to the list [here](#))
 - [“Adopt a Spec” program](#) page is live now
- Parking Lot for the next meeting:
 - Raising awareness of Jakarta EE replacing Java EE - Google Ads campaign
 - Review Jakarta EE ‘Champions’ requirements strawman

Attendees:

Jonathan Gallimore (Tomitribe)
Cesar Hernandez (Tomitribe)
Neil Patterson (IBM)
Mike DeNicola (Fujitsu)
Melissa Jacobus (Oracle)
Cesar Saavedra (Red Hat)
Dominika Tasarz (Payara)

Eclipse Foundation:

Paul White (Eclipse)
Shabnam Mayel (Eclipse)
Thabang Mashologu (Eclipse)

Minutes:

- Previous minutes accepted Jonathon moved, Mike seconded
- Report from Steering committee (Mike D)
 - Looked at the events
 - Japan JakartaOne - workshops dealt with MicroProfile with no Jakarta EE content - need to get Jakarta 10 out with features we can promote
 - Proper use of Jakarta brand - document reviewed (see link)
 - Will be available on website
 - Tooling discussion
 - Need ownership from tooling vendors

- Jakarta EE 9
 - Faces and JSTL specs still outstanding
- MicroProfile
 - Proposal distributed with discussions on Tuesdays 11:00 EST (hangouts)
- March 18 event - Steve and Kevin handling
- Outreach to JUGs - spread the word about Jakarta EE being Java (Marketing responsibility)
- Release cadence - spec projects can release on any cadence; slower is not negative since stability is important aspect
 - Question - is there a survey question about cadence of releases?
 - Not in the current survey
 - Look at a poll of users to see what they want for cadence
 - TCK process needs modification to support flexibility
 - Steering committee - adopt resolution about increasing frequency and gather feedback.
- Change over from Mike - Neil (prime); Cesar Hernandez (backup)
- Links: Foundation has created a sheet to track JUGs meetups. Looking for members to sign up and present on Jakarta EE at JUGs.
- <https://docs.google.com/spreadsheets/d/1YDTAaynuhlNVBJK-CIb4XAW7gVw0TLu5R0uV3FukW20/edit#gid=0>
- The Steering Committee approved the document describing the “Proper use of the Jakarta® Brand by Eclipse Projects”
- https://docs.google.com/document/d/1uXbJnWzLbCGiQa46g4jG6Q6GTxkFD_HWEdeVrJBFLrQ/edit#heading=h.c1ihi82h3d1o
- Hangout at 11 AM PST using zoom: <https://eclipse.zoom.us/j/949859967> a continuation of a bi-weekly (now weekly) call to work on input and issues related to working group for MicroProfile.
- Event Planning
 - COVID-19 impact
 - Kubecon EU - postponed - impact to CNJ Day - waiting for date from CNCF
 - Need next steps on comms. (email, landing, social)
 - Red Hat summit - now virtual
 - IBM Think - now virtual
 - Tomitribe - no immediate guidance on events at this point
 - Fujitsu - across the board restriction
 - Need to look at ways we can promote Jakarta at virtual events
- Event KPIs
 - Marketing playbook per event and information in the marketing plan, after event recap document, and also in Quarterly Marketing operations update
 - See examples
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- Jakarta EE 2020 Marketing Plan:
- https://docs.google.com/presentation/d/1AvMvVlpSG45MAojv_Lggn2Qoa_gblrKTyCnssLFAJbkw/edit?ts=5dc59ec8#slide=id.g57c2e06258_12_90
- Devvxx Marketing Playbook:
https://docs.google.com/presentation/d/1ZPBtTV0pAur7z2alEquHLVm_8XdNAp9yLeHVi_2RzLE/edit#slide=id.g5248f1f450_0_0
- Recap of DevNexus after the event:
- https://docs.google.com/presentation/d/142le75QuAM0hbixOrqwjc0B2NNJw0MbGhj4hX98gAJc/edit#slide=id.g5248f1f450_0_0
- Jakarta EE MKT Operations Update-Q4:
- https://docs.google.com/presentation/d/1f9BbTdBfntK36LmQNdeaqz43NMNH3hZvEoWly3Mid-A/edit#slide=id.g7aa0d19c64_0_5
- Enabling JUGs
 - Steering committee tracking member participation in the various JUGs - need members to contribute (see link in agenda)
 - “Adopt a Spec” program - promote to JUGs
- Google Ads - Dominika to set up a separate call to discuss SEO and ways to improve Jakarta search when Java is involved.