

Jakarta EE Marketing Committee Meeting - April 22, 2021 (9:00 AM)

<p>Attendees:</p> <p>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)</p>	<p>Eclipse Foundation:</p> <p>Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation) Thabang Mashologu (Eclipse Foundation)</p>
<p>Current Projects</p> <ul style="list-style-type: none">- Q2 Priorities (PPT link, spreadsheet)<ul style="list-style-type: none">- Create program to attract contributors and promote to committers- Create program to highlight/reward contributors based on contribution- 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<ul style="list-style-type: none">- Chinese (in process)	

<p>Action Items:</p> <ul style="list-style-type: none"> ● 2021-02-11: All - update progress report for week (Progress Report) ● 2021-02-11: Neil - Get Katacoda pricing information and policy information ● 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation ● 2021-03-25: Melissa - Create a document to save themes and best practices from github issues (link to folder) ● 2021-03-25: All - determine theme for Kubecon presence ● 2021-03-25: All - use social kit content to help promote Developer Survey (starting April 6) ● 2021-03-25: Karen - create input form for Member Profile content. ● 2021-04-08: Karen/Neil - update Q2 priorities and Q1 report ● 2021-04-08: Look at archiving marketing email ● 2021-04-08: Cesar - Kubecon - Booth participation - make available for community; JUGs; (Cesar to draft a brief statement about request) 	<p>Completed:</p> <ul style="list-style-type: none"> ● 2021-03-25: All - promote JakartaOne Livestream Russia (see link below) ● 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - March 18th will be the meeting ● 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness ● 2021-02-25: All - Review and provide comments on Github issue for website re-design and announcements section meeting conclusions
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - April 29 - 11:00 EST - No call - May 6 - 11:00 EST - normal meeting - May 13 - 11:00 EST - Kristy Smith - SEO - May 20 - 9:00 EST - normal 	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	<ul style="list-style-type: none"> ● Kevin -- 9.1 Spec. document work continues -- lots of updates. Working hard on that. TCK RC should be ready by the end of the week. Hope to finalize by the following week to make available to other organizations so we can include multiple compatible implementations with the release ballot. Eclipse GlassFish, WildFly, and Open Liberty look good. Possibly even TomEE and Payara. ● Kevin Proposed dates from Platform committee meeting earlier today:

	<ul style="list-style-type: none"> ■ Final TCK ready next week (Week of Apr 23). ■ Prepare for the ballot to begin by April 30. Closing on May 14. ■ Marketing announcement set for week of May 25. <ul style="list-style-type: none"> ● Arjan -- GlassFish RC1 work is in progress as we meet. Should be available today or tomorrow. Also runs on JDK 16. TCK doesn't yet run on JDK 16, but GF looks good. ● Arjan -- EE 9 tutorial has been tested and is ready to be released for EE 9.1.
<p>Jakarta EE Badging Proposal (10 minutes - Neil)</p> <ul style="list-style-type: none"> - Jakarta EE Badging presentation link 	<p>Tomitribe feedback provided:</p> <ol style="list-style-type: none"> 1. We agree with infrastructure donation if it's based on Open Source Software to allow contribution. 2. We recommend an opt-in approach for badges to be shown in the system as part of end-user data. 3. As a marketing Committee, we can help with the design of the overall system. Still, we strongly suggest relying on the specification leads and committers to provide the system's content (questions and answers). 4. In favor of vendor neutrality and keeping the scope of the tests to Jakarta EE content only, the Jakarta EE badging system shouldn't require nor provide server-specific configuration and administration for end-user who take the tests.
<p>Jakarta EE 2021 Events review (Karen - 10 minutes)</p> <ul style="list-style-type: none"> ● Event list 	<ul style="list-style-type: none"> - Look at ways to engage developers - SWAG missing with virtual booth (tshirts) - Look forward for hybrid or F2F events in the fall - Looking at virtual store with drop-ship for virtual events
<p>Jakarta EE Release 9.1 Promotion</p> <ul style="list-style-type: none"> - Release 9.1 announce date is May 25th - Jakarta EE 9.1 Mktg has reviewed the deliverables for 9.1 (Karen to share page update ideas) - Press <ul style="list-style-type: none"> - Compatible implementations - JDK 11 - Blogs - share on Community News/Announce <ul style="list-style-type: none"> - Vendor provided - Jakarta EE site 	<ul style="list-style-type: none"> - Look at vendor and contributor blog posts - Send invites to collaborate on announcements
<p>2021 Developer Survey (Karen - 5 min)</p>	<p>Need a big push to drive engagement</p>

<ul style="list-style-type: none"> - Link to social kit for promotion - Link to Developer Survey member specific URLs (second tab) - For reference, please note survey collector response summary from 2020 - Leaderboard 	<ul style="list-style-type: none"> - Use your collector URLs - Was there an enter-to-win gift card to promote taking the survey? <ul style="list-style-type: none"> - Karen - not from Eclipse side
<p>Article proposal (Tanja - 5 minutes)</p>	<ul style="list-style-type: none"> - Request to members to write content explaining how Jakarta EE is related to offerings (running on their platforms and others) <ul style="list-style-type: none"> - Eg. Jelastic running Jakarta EE workloads - Eclipse Foundation article featuring cross platform Jakarta EE support (relevance in Cloud era)
<p>Whitepaper status (Karen - 5 minutes)</p> <ul style="list-style-type: none"> - Jakarta WP launched April 5 - link - Full launch April 26 - Social Kit - link 	
<p>Github issues best practices (Melissa)</p> <ul style="list-style-type: none"> • Review document to save themes and best practices from github issues (link to folder) • Link to document 	<ul style="list-style-type: none"> - Please add any ideas from github issues that would benefit the community and our outreach to the document.
<p>KubeCon EU (Karen)</p> <p>Booth Sign Up Form is here</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 the KubeCon summary document here.</p>	
<p>Content issues</p> <ul style="list-style-type: none"> - Review current content submissions 	
<p>JakartaEE Website Development Update:</p> <ul style="list-style-type: none"> • May 1st WebDev to start on development • Development will be broken down into issues in Github per page. 	

<p>[Jumbotron, section, page content etc.]</p> <ul style="list-style-type: none"> • ETA on go live date: Jul/Aug — before Sept 1st. • If there are volunteers who want to get involved, we can do a sprint group. • That would require structure and checkpoints • JakartaOne site will be done and live within 2 wks 	
<p>Case Studies (Karen - 5 minutes)</p> <ul style="list-style-type: none"> - Members to “raise their hand” using the form to kickstart the process - New Slide about request (link) - Explore end-user experience of moving to/use Jakarta EE in production with their applications - Likely initial migration stories might focus on namespace change - experience or new apps and value of Jakarta and the evolution of Java - Case Studies (form) 	
<p>Contacts for Jay Nichols (AR/PR)</p> <ul style="list-style-type: none"> - Fill in information in spreadsheet (link) 	
<p>Member Activity Tracking Requirements Progress Report (Neil - 5 minutes) 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"> • Working Document link can be found here • 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 	<ul style="list-style-type: none"> - Q2 - Re-examine in light of new website content and messaging.

<p>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.</p> <ul style="list-style-type: none">• Updates on value proposition doc-Ed?	
<p>Quarter by Quarter plan review (10 minutes) - link</p>	
<ul style="list-style-type: none">• Jakarta EE Wikipedia page (5 minutes)<ul style="list-style-type: none">• Marketing committee to review and help with updating the content doc• Schedule a working session	