

Jakarta EE Marketing Committee Meeting- May 3, 2018

Attendance:

1. Thabang Mashologu (Eclipse Foundation)
2. Stephanie Swart (Eclipse Foundation)
3. Paul White (Eclipse Foundation)
4. Amy Krofssik (IBM)
5. David Delabasse (Oracle)
6. Debbie Hoffman (Payara)
7. Jonathan Gallimore (Tomitribe)
8. Amelia Eiras (TT)
9. Kenji Kazumura (Fujitsu)
10. Mike DeNicola (Fujitsu)
11. Dmitry Kornilov (Oracle)
12. Edward Bratt (Oracle)
13. Cesar Saavedra (Red Hat)
14. Dan Bandera (IBM)

Agenda Topics

- Review of minutes and actions from previous meeting
- Marketing plan development discussion and next steps
- Steering committee guidance on jakarta.ee website discussion and next steps
- Social media discussion
- Stickers and Jakarta EE goodies discussion

Review of minutes and actions from previous meeting

- Want people to review and comment on minutes
- Amy will push out the minutes to WG community email (Jakarta EE WorkingGroup <jakarta.ee-wg@eclipse.org>?) once the draft has been approved

Marketing plan development discussion and next steps

- Is the goal to do an annual plan, chunk out into quarters? How do we want to approach this and what is the timeline?
- Cesar-Marketing plan for MicroProfile with lots of information
 - Had several buckets-events, activities
 - We need to make sure we divide and conquer
- Steering committee wanted a rolling 2-quarter
- Budget has not yet been mentioned. There is no point in doing a full year if we do not have the budget well defined
- As we identify things we'd like to do, we are hoping member companies will reach out and take those activities on
- **Need to come up with a Marketing Plan with cost estimates for the steering committee to hopefully work on a budget/modifications/input into what we can do**
- We need to have measurable, specific timed goals with what we want to accomplish
- We should lead with goals and what we'd like to accomplish
- How do we build global awareness?
 - Example: Where are you going? Events and activities
- We need a vision/mission (this should be committee lead, to help define this)
 - We should mirror some of the value statements that are already published

ACTION ITEMS:

- Eclipse Team needs to bring temporary working tool for this group to operate until further budget approval is completed, Avoid links and past collaboration.
- Have someone volunteer to draft a vision/mission
- Need events spreadsheet:
 - June-November look into Java activity, populate events and activities where we are raising awareness for Jakarta EE
 - Those activities will help us identify what is important to us, the community and see what activities we are missing out on
 - This events list should also be made available on the jakarta.ee site
- We want the community to have a vibrant number of different people. Adopters, users, committers, enterprise members, prior developers, industry leaders. With that said, we want to accomplish two things:
 - Grow the working group
 - Grow the community
- We want people to contribute and we should acknowledge the heavy lifters. We need to satisfy the stakeholders who help keep the project alive. Make sure we are praising the right people who are going above and beyond to aid in community growth and sustainability

Steering committee guidance on jakarta.ee website discussion and next steps

- The about page is about the working group
- **Need to make differentiation between WG and the broader community**
- Ultimately we need our assets (websites/social media etc) to speak to the community in a meaningful way
- We need the search engines to end up on us, because Java EE will be done after the 8 release. We need high quality content to help drive people in.
 - Example: We need an article that says 'Java EE's home is Jakarta EE'
- We really want to bring the community with us and need to stop the links from pointing back to Oracle

ACTION ITEM:

- Come up with a messaging plan for the steering committee
 - What do we want this website to do? Lets PDF the current thread on IO feedback here as a reference for skeleton project
 - We need to engage the community with the WG but we need to excite the community with ongoing shifts and activities
 - What is the timeline to get this done?
 - Ask the committee to write some blogs to help bring Java EE traffic to the website (what are you working on, what are your experiences?)
 - What is the percentage of real-estate for people to add blogs and content?
 - Volunteer editorial board but the messages must be on-point. They should foster the beliefs of the community. The spirit of the blog must touch on our core objectives, however we still want these blogs to be as authentic as possible
- Create a 'blog submission' how-to. We could enable PR blog submissions via IO with a minimum review by WG of 3 different reviewers to start with.
- Need to make differentiation between WG and the broader community on the jakarta.ee About Page Lets add with new Tab in IO with link to the 3 Committees and link to the threads happening with the community to enable this to move forward.

Social media discussion

- Create a process for a social media strategy Give access to Peers to own media and help with PR.
- Goals, how we are going to measure success
- Need events spreadsheet, we should have everything listed on Events or Find Jakartess at Tab via IO instead of private stuff.

[Click Here for How to Order Stickers and Jakarta EE goodies discussion](#)

From Thabang: Examples of Jakarta.ee keywords: `<meta name="keywords" content="Jakarta EE software, Java EE, cloud, microservices, enterprise, open source, innovation">`