

Jakarta EE Marketing Committee Meeting - September 27, 2018

Agenda

- ✓ Approval of the previous mtg minutes **(5 mins)**
- ✓ Review of actions from last call **(10 mins)**
 - ✓ Amelia to reach out to Code One participants to ask if they'd like to contribute blogs, and will add a tab to track who was contacted & responses.
 - ✓ Paul to review EclipseCon attendee registrations for participant members.
 - ✓ Ed to check with program committee for possible ways to present specs process at Code One.
 - ✓ Could the Foundation please write a jakarta.ee announcement post about "Java EE TCKs going open source"? - WIP
- ✓ EclipseCon social coordination using ECE 2018 [Social Media Kit](#) (Stephanie) **(10 mins)**
 - Twitter hashtags to use
 - Use #news Slack channel for members coordinate RT
- ✓ Reporting to/from Steering Committee (Mike) **(10 mins)**
- ✓ Onboarding - reporting on progress by Neil & Amelia **(5 mins)**
- Use of member branding - acknowledging user contributions **(5 mins)**
- ✓ New Jakarta EE t-shirt design (Stephanie) **(5 mins)**
- Difference between MicroProfile and Jakarta EE **(5 mins)**
 - Messaging to add to latest [talking points](#)
- ✓ Update on action stemming from Ivar's email - request to reach out to Apache to link to Jakarta EE from the parked Apache Jakarta web page (Tanja) - WIP,
 - This is the best we can do [link](#)
- Plan for promoting Eclipse GlassFish downloads
- ✓ Plan for standardizing EE4J project pages **(5 mins)**
- Overview of first Jakarta EE hangout (Amelia)

Attendees

Amelia Eiras - Tomitribe

Ed Bratt - Oracle

Ivar Grimstad - Committer Representative

Debbie Hoffman - Payara

Cesar Saavedra - Red Hat

Jonathan Gallimore - Tomitribe

Neil Patterson - (IBM)

Eclipse Foundation representatives:

Paul White (Eclipse Foundation)

Thabang Mashologu (Eclipse Foundation)

Tanya Obradovic (Eclipse Foundation)

Stephanie Swart (Eclipse Foundation)

Discussions:

Code One blogs (1 about Jakarta EE talking points, 1 about speaker's session) - Amelia is starting to get confirmation that people will write blogs & is updating Google spreadsheet. Reminder that committee members could promote each other's posts on social media in addition to the Jakarta social media.

Use [Jakarta EE talking points](#) to guide conversations w/ participant members and in blog posts.

There will be an explicit talk on specifications at EclipseCon with Mike M.

Spec Process:

Being adopted as the Eclipse Foundation spec process and then Jakarta working group adopts as their spec process. This allows sharing across all working groups. Vendor-neutral specs.

EclipseCon Social Coordination:

[Social media kit](#) available to all to use, including social media channels and hashtags/keywords to use at EclipseCon (pass it on to social media teams). Use the Slack news channel while at conference to ask for retweets and promotion of your content, Stephanie will monitor & post, and allows committee to see requests and also promote.

Reporting to/from Steering Committee from Mike

Steering Committee says fees/budget is complete. The program plan needs revisions and will be addressed over the next couple of weeks. SC discussed branding issues - and it was agreed that SC has primary responsibility for creating branding policy & marketing committee's responsibility to promote and follow up. The following is the current schedule for completing Java EE 8 certification of Eclipse GlassFish:

Sep 21 -- All code required for GF build contributed.

Sep 23 — Eclipse GlassFish builds.

Oct 1 -- Java EE 8 CTS testing. Running CTS tests on Eclipse GlassFish.

Oct 22 — CI/CD release pipelines completed.

Oct 22 -- Eclipse GlassFish 5.1-RC1 milestone release.

Nov 5 — Dependencies updated. All projects are released to OSSRH and have dependencies to Eclipse version of other components.

Nov 30 -- Release Review completed.

Dec 14 -- Eclipse GlassFish 5.1 release. All CTS tests are passed.

JakartaOne topic: - Discussing spring 2020 for large, in-person event. Talking about 1-2 day events before that for contributors to get together. Amelia mentioned she feels we should leverage existing conferences.

Onboarding - reporting on progress by Neil & Amelia

Neil says it's fairly straightforward to gather info needed to get onboarded.

New Jakarta EE t-shirt design

Stephanie shared image via screen share. Files will be in Jakarta Marketing Committee team drive.

Standardizing EE4J project pages

Opportunity to standardize the 40+ projects and how they are presented on the website. 1) consistent summary on all projects to make it easier to understand what's there and what they mean, how to get engaged; 2) give guidance for what information should be included on each project page to maintain consistency. We need to remember that each project operates independently when striving for consistency.

Paul suggested reaching out to our teams for people who can:

- 1) Top level page to summarize all of the various projects
- 2) Common structure & formatting for consistent information on each individual project page

This is also a PMC issue and it was raised during this week's meeting - they agree it should be done. Ed suggested adopting Tomitribe's MicroProfile project section as a starting place. Further discussion to take place via Slack/email channels.

Actions:

Eclipse to update FAQs with most recent talking points/or can be done through a pull request.

Ed to check with program committee for possible ways to present specs process at Code One.

Eclipse writing a jakarta.ee announcement post. Committee members to promote.

Amelia to create a Twitter card/template for Jakarta EE & MicroProfile for use along with social media kit.

Standardizing EE4J project pages - Committee to reach out to our teams for people who can:

- Organize the top level page to summarize all of the various projects

- Create a common structure & formatting for consistent information on each individual project page

Parking Lot:

- JakartaOne topic: - Discussing spring 2020 for large, in-person event. Talking about 1-2 day events before that for contributors to get together. Amelia mentioned she feels we should leverage existing conferences until we have our own.
- Use of member branding - acknowledging user contributions