

Jakarta EE Marketing Committee Meeting - July 23, 2020

<p>Attendees:</p> <p>John Clingan (Red Hat) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan James (Tomitribe) Dan Bandera (IBM) Neil Patterson (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) John Clingan (Red Hat) Eric Meng (Primeton)</p>	<p>Eclipse Foundation:</p> <p>Shabnam Mayel (Eclipse) Tanja Obradovic (Eclipse) Thabang Mashologu (Eclipse)</p>
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Agenda	Minutes
General discussion	<p>Notes:</p> <ul style="list-style-type: none"> - Marketing committee meetings will be weekly going forward at the same time using the same call-in number - During the Eclipse Foundation break, we will still be meeting using the same call-in
Approval of the previous mtg minutes (5 mins)	Moved - Neil; Second Ed; Approved
Reporting to/from Steering Committee (7 mins) (Neil)	<ul style="list-style-type: none"> ● Jakarta 9 update (Kevin Sutter) <ul style="list-style-type: none"> ○ More activity in the last week ○ specs under review – 13 ○ None ready for ballot at this time but hopefully by next week ● GlassFish 6.0 <ul style="list-style-type: none"> ○ Working through TCK issues ● Tanja reviewed 2Q outcomes ● The Jakarta EE Community China was discussed ● Reviewed the request for funding through contingency fund of the Virtual Event Coordinator - further discussion post Marketing Budget reallocation
<p>Jakarta EE Q2 Operations update (20 mins)</p> <p>Marketing Committee to vote on final reallocation of the available budget</p>	<p>Discussion:</p> <ul style="list-style-type: none"> ● Change from budget is now \$104K ● Reallocated the \$20K to SEO and advertising ● Web development and content contract is a short term solution to address the gaps and backlog

Note: \$20k from CodeOne is incorporated in the reallocation of the budget [here](#)

- Concern was raised whether this is going to be a permanent position. Suggestion was made to look at having community contributors take on some of the load.
- Suggestion for Livestream events - Take open source approach - Open PR and Issue at the same time; get reviewed and merged. This approach can be communicated and encourage the community to add the content directly using the approach. Cesar is welcome to do the same. Suggestion for Cesar to do a tech talk on the approach
- SEO than advertising
 - members welcome to attend the reporting calls - same agency so can make appropriate adjustments
 - Recommendations to suggest keywords to agency. Example - Java Enterprise Edition - have it drive to Jakarta EE
 - J2EE; JEE; These were already suggested and captured in the SEO Best Practices document.
- Virtual Event Coordinator - discussion was made that budget naturally falls into Steering Committee
 - Looking for the person to run events (Livestream, tech talks, & more) and improve the process; not possible with current staffing
 - Virtual events are only going to become more important
 - Dedicated Eclipse headcount (contract) - focus for now on Jakarta EE but may need to support other Eclipse progress.
 - \$30k is for the Jakarta EE share of the headcount
 - Initially a contract position, desire to grow it into a permanent position.
- Cesar - We need to provide more details on what content has been developed from the original budget and who has made it.
- Jon- we would like to clarify what we would produce with the additional budget, and how we'd aim to be vendor neutral with that content. Content is going to be Member driven end user case studies. Member's relationship with the customers is a means for us to create the case study. By all members participating we can ensure vendor neutrality. Please provide end user case study for us to work with. To start with 3-4 case studies are suggested, based on the time we have to complete. But we absolutely welcome everyone to provide their case studies. This is encouraging to us collectively to celebrate the adoption of the technology and showcasing use cases in production to establish credibility.
- Motion: The Marketing Committee approves the proposed reallocation of available 2020
 - Tomitribe - abstain
 - Red Hat approved - with understanding that \$30k virtual event coordinator would require reallocation of this budget and not come from contingency funds.
 - Oracle approve
 - IBM approve
 - Payara approve
 - Primeton approve
 - Fujitsu - absent

	<ul style="list-style-type: none"> ● Motion: the Marketing Committee is supporting the Steering Committee allocating \$30K of its 2020 budget to fund the Virtual Events Coordinate role. <ul style="list-style-type: none"> ○ With slight rewording to indicate the Steering Committee would determine how they would fund.
<p>Jakarta EE 9 GA Release Marketing Plan Sheet (8 mins) (Shabnam)</p> <ul style="list-style-type: none"> ● Please review and start planning 	<ul style="list-style-type: none"> ● Members encouraged to review and determine what they will need to do to support the release activities.
<p>Updates on Jakarta EE related user group in China (7 mins) (Tanja)</p> <ul style="list-style-type: none"> ● User group logo is created ● Jakarta EE Community China Website (e.g. Jakarta EE Ambassadors website) ● Jakarta EE website in Chinese-MKT CMTE to provide feedback on: <ul style="list-style-type: none"> ○ Create a translation of the existing Jakarta EE (Deployed on server in China, translate static info and link to dynamic info on jakarta.ee) ○ Build a similar website in Chinese on a server in China (building from scratch, translate static info and link to dynamic info on jakarta.ee) ○ Discuss who the engagement team is and what is needed / desired from the committee and representatives 	<p>Unable to discuss on today's call</p>
<p>Engage with tooling vendors to get their tooling support for Jakarta EE (5 mins) (Cesar/Jon)</p> <ul style="list-style-type: none"> ● David's proposal- Marketing Committee to review and brainstorm ideas of the next call ● Link to Data sheet from Ryan-completed, please promote 	<p>Unable to discuss on today's call</p>

<p>Event Planning (5 mins)</p> <ul style="list-style-type: none"> ● 2020 JakartaOne Livestream Events Doc <ul style="list-style-type: none"> ○ Marketing Committee members feedback on the doc? ● JakartaOne Livestream <ul style="list-style-type: none"> ○ Targeting September 16 ○ Invite your teams submit a paper to Jakarta EE 2020 event <ul style="list-style-type: none"> ● Social kit for members to promote-please start promoting ● CPF is open. Members to promote on their channels ● JakartaOne Livestream Brazil- August 29 <ul style="list-style-type: none"> ● Sample social kit ● JakartaOne Livestream Español- October 12 ● EclipseCon 2020 - Community Day ● KubeCon NA-is going to be virtual ● J4K conference-13 and 14 Oct <ul style="list-style-type: none"> ○ Virtual Community Booth for members to sign up 	<p>Unable to discuss on today's call</p>
<p>Community Project / repository (3 mins) (Cesar)</p> <ul style="list-style-type: none"> ● Waiting for feedback from the Marketing Committee for the email thread "Please open Jakarta EE Collateral for public review" since June 29th. 	<p>Unable to discuss on today's call</p>
<p>Parking Lot for the next meeting:</p> <ul style="list-style-type: none"> ● Crowcast as a platform (5 mins) <ul style="list-style-type: none"> ○ Stats 	<p>Unable to discuss on today's call</p>