Jakarta EE Marketing Committee Meeting - March 19, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins) --**
- Reporting to/from Steering Committee **(10 mins) (Neil)**
- Supporting community engagement in marketing initiatives **(20 mins)**
  - Tactics to grow spec project mailing lists
    - Sticker
    - Socials, email updates, Jakarta EE Update calls, etc.
  - Ensure [Jakarta EE Trademark Usage Guidelines](#) are followed
  - Use [WG](#) and [Community](#) mailing lists to gather ideas and provide marketing updates
- Event Planning **(20 mins)**
  - Brainstorm on ways to mitigate the loss of the face-to-face event impact
  - KubeCon EU 2020 TBD July/August
    - CN4J Day
  - Devoxx France 2020 postponed for 1-3 July
  - Devoxx UK 2020 postponed for 24-26 August
  - J4K 2020 2-3 Sep
    - Sponsoring a booth and reception
- Upcoming Jakarta EE WG elections in April **(2 mins)**
- Share the suggestion document for Jakarta EE Awareness PPC campaign **(3 mins)**
- Parking Lot for the next meeting:
  - Enabling JUGs-Jakarta EE Community [deck](#) and Jakarta EE [template](#)

Attendees:
Jonathan Gallimore (Tomitribe)
Cesar Hernandez (Tomitribe)
David Blevins (Tomitribe)
Dan Bandera (IBM)
Neil Patterson (IBM)
Kenji Kazumura (Fujitsu)
Mike DeNicola (Fujitsu)
Ed Bratt (Oracle)

Eclipse Foundation:
Tanja Obradovic (Eclipse)
Thabang Mashologu (Eclipse)

- Approval of the previous mtg minutes **--**
  - no comments or objections, minutes approved

- Reporting to/from Steering Committee **(10 mins) (Neil)**
  - Reported metrics
  - Promotions to the community including digital outreach
  - Use of logos
  - Drive people to the specifications, and need to add net new developers, measure unique current participants
  - Legal concerns regarding unaffiliated contributors (not committers)
  - Jakarta LiveStream Brazil (Brasil) - tentative
  - MicroProfile - Voting on pull vs push - pull approved
  - Jakarta EE 9 status - release candidate
- Supporting community engagement in marketing initiatives **(20 mins)**
  - Tactics to grow spec project mailing lists
    - Trademark use concerns
    - Stickers - Must follow all logo guidelines, need digital versions
    - Ryan, Shabnam, Christie Witt (EF Lead Designer) will check sticker design for logo usage compliance
    - Normal process is to contact license@eclipse.org for logo usage compliance
    - Ed suggested providing a means to somehow include users/consumers of the specs
    - David mentioned community feedback on specs is also desirable, not just attracting that write specs or code
    - Socials, email updates, Jakarta EE Update calls, etc.
    - Neil - **ACTION:** add to a future agenda how to write and submit a logo request
    - Tanja - Design and promotion definitely the purview of this Marketing Committee
    - Thabang - Jon can work with Ryan to have a separate design working meeting open to the Marketing Committee members. Invite Shabnam and Christie (christie.witt@eclipse-foundation.org).
  - Ensure Jakarta EE Trademark Usage Guidelines are followed
  - Use WG and Community mailing lists to gather ideas and provide marketing updates
- Event Planning **(20 mins)**
  - Brainstorm on ways to mitigate the loss of the face-to-face event impact
  - Planning to shift to virtual events, maybe plan for shorter virtual events than the September 2019 JakartaOne Livestream event (18 hours) or the February 2020 JakartaOne Livestream Japan event (7 hours), maybe 4-6 hours?
  - Tanja - Look for opportunities to make Jakarta presentations at virtual JUG meetups on Crowdcast
  - KubeCon EU 2020 TBD July/August
    - CN4J Day
  - Devoxx France 2020 postponed for 1-3 July
  - Devoxx UK 2020 postponed for 24-26 August
  - J4K 2020 2-3 Sep - might be the earliest next in-person event
    - Sponsoring a booth and reception
- Upcoming Jakarta EE WG elections in April **(2 mins)**
  - 2 Seats available
  - E-mail will be sent out announcing the election
  - See https://jakarta.ee/committees/
- Share the suggestion document for Jakarta EE Awareness PPC campaign **(3 mins)**
- Parking Lot for the next meeting:

- Enabling JUGs-Jakarta EE Community deck