

Jakarta EE Marketing Committee Meeting - November 14, 2019

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Formal selection of a Committee Chair and Secretary **(10 mins) (EF)**
- Reporting to/from Steering Committee **(10 mins) (Mike D)**
- Planning discussion for Q4 '19 and 2020 marketing strategy **(20 mins) (EF)**
 - Review draft 2020 Marketing Plan
- Review [Jakarta EE MKT Operations Update-Q3 2019](#) **(10 mins) (EF)**
- Event planning **(10 mins) (EF)**
 - KubeCon North America readiness for 18-21 November (including [Booth sign-up sheet](#))
 - Sponsored CNJ Day @ KubeCon EU 2020 (proposal [here](#))
- Recap of Devovx BE **(5 mins) (EF)**
- Review schedule of meeting **(5 mins) (EF)**
- Parking Lot for the Nov 21 meeting:
 - Formally approve the 2020 Marketing Plan
 - Promoting Jakarta EE Update calls and monthly blogs, help from the Marketing Committee is needed
 - Review Jakarta EE 'Champions' requirements strawman

Attendees:

- Dominika Tasarz-Sochacka (Payara)
- Jonathan Gallimore (Tomitribe)
- Mike DeNicola (Fujitsu)
- Neil Patterson (IBM) [and Dan Bandera]

Eclipse Foundation:

- Thabang Mashologu
- Shabnam Mayel
- Tanja Obradovic

Discussed:

- Previous meeting minutes: APPROVED
- Neil Patterson appointed as the Committee Chair
- Agreed monthly rotation of taking minutes starting from today. Alphabetical order by first name.
 - Dominika - Nov '19, Jonathan - Dec '19, Mike - Jan '20...
- Reporting from steering committee
 - Spec docs moving along well
 - Jakarta EE retrospective - doc put together, out for review and will be voted on at the next weeks steering committee meeting
 - Jakarta EE 9 - Dec 9 target date given to the project Leadership Team to come up with recommendations

- Jakarta EE 8 - 2020 plan, Eclipse Foundation board drafted, approved by steering committee, including marketing budget to be discussed further today. Recommendation for draft budget to be modified to re-allocate part of the marketing budget to steering committee (\$1.303M total budget incl headcount expenses).
- Tanja presented the scorecard report from the Jakarta EE release. No specific notes on feedback re-marketing (run out of time, planned to discuss further next week)
- Most of the meeting was spent on discussing the budget
- Tanja requested more information on possible issues with the mailing lists and sending & receiving emails
- Dan requested to go through the schedule of the upcoming Marketing Committee calls
- Draft Marketing Plan Review:
 - Review to be done during today's meeting so that the members can digest the ideas and provide additional feedback within the doc itself ([see here](#))
 - Plan to be approved in the next meeting 21st of Nov
 - Marketing Goals overview & discussion
 - growing Jakarta EE membership and Growing Jakarta EE community - clarifying the differences between the two (e.g. using a word 'recruiting' for acquisition of new working group members to make a clear distinction)
 - Made changes to the doc to clarify goal 3
 - Target Audience & Key Messages
 - Lack of roadmap for Jakarta EE raised as an issue - marketing committee to talk to other committees and highlight the importance of creating a roadmap. Having a roadmap is critically important for driving awareness, adoption, the recruitment of new members. Mike DeNicola to raise the issue with the Steering Committee.
 - Key Tactics
 - Walk through the structure due to lack of time to discuss details further
 - Competitive analysis missing - Node.js, Spring
 - Highlights of the 2019 dev survey - answers about technology landscape - there are 3 slides that touch on the relevant technologies ,it's a 'competitive snapshot' although not a deep-down analysis
 - Further action needed on this
- Future Committee Meetings schedule - Neil, Shabnam and Tanja to connect offline to work out and communicate the schedule to the rest of the group by the 21st of Nov meeting
- Committee members to review the Marketing Plan for approval next week

Actions:

- Neil, Shabnam and Tanja to connect offline to work out and communicate the schedule to the rest of the group by the 21st of Nov meeting
- Mike DeNicola to talk to the Steering Committee and highlight the importance of creating a roadmap