

Jakarta EE Marketing Committee Meeting - November 12, 2020

<p>Attendees: Cesar Hernandez (Tomitribe) Neil Patterson (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Dan Bandera (IBM) Jonathan Gallimore (Tomitribe) John Clingan (Red Hat) Ryan St James (Tomitribe)</p>	<p>Eclipse Foundation: Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation)</p>
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Agenda	Minutes
General discussion (2mins)	<ul style="list-style-type: none"> - Shabnam is off on maternity leave and Karen will be assisting the marketing committee during that period. - Reminder - share regular updates through Slack channel
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (15 mins) (Neil)	<ul style="list-style-type: none"> - All specs are in ballot - Continued discussion on 2021 Program Plan and associated budget - link - Discuss Steering Committee feedback re Marketing's efforts to support priorities of the SC and address the apparent disconnect that some members have. - Prepared an email to be sent by Neil on behalf of marketing to clarify the working relationship and level-set expectations.

<p>KubeCon NA-17- 20 November- members to sign up for booth duty-Deadline 30 Oct (2 mins)</p>	<ul style="list-style-type: none"> - Question from Ed - do contributors in the booth get access to sessions? - Yes (followed up by Karen). -
<p>Jakarta EE 9 Release Page (10 minutes)</p> <p>Latest mockup - link</p> <p>Contributors carousel - github issue</p> <p>- Plan in place - Chris and Andril will have a</p>	<p>Page is well underway - Chris and Andril will work through the opt-out script to support the broadest contributor inclusion in the carousel.</p>

<p>script to opt-out.</p> <ul style="list-style-type: none"> - start with an inclusive list unless a majority of members voice a strong and conclusive opinion to limit the list. - Start with those who have not restricted privacy setting in github for Eclipse. - Tanja is reaching out to individuals who have asked not to be included. <p>Compatible Products - Accepted design from Christie (github link)</p>	
<p>Collateral Repository (5 minutes)</p> <ul style="list-style-type: none"> - need to start exercising review and approval process as Marketing Committee not external people. 	
<p>Case studies (5 min) - new form to use for suggestions and follow up. - link</p>	<ul style="list-style-type: none"> - Email sent about using the form for members wishing to participate and have a case study created
<p>Jakarta EE 9 Final Release Marketing Plan Sheet (10 mins) .</p> <ul style="list-style-type: none"> • Please review and start planning • Jakarta EE 9 messaging doc-do we need to update this? Request from the steering committee? • Jakarta EE Ad strategy and timeline <ul style="list-style-type: none"> ○ Sign up sheet for members interested to participate in monthly update/reporting calls ○ First meeting in November • Technical WP- content team provided the detailed outline -circling back to SMEs for their feedback. SMEs think we should interview the other identified SMEs for specific topics (Dmitry, Sebastian and Marcus) <ul style="list-style-type: none"> • • Members to complete the Progress Report to present for the Q3 Operations update 	