

## Jakarta EE Marketing Committee Meeting - Sep 24, 2020

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| <p><b>Attendees:</b><br/>         Cesar Hernandez (Tomitribe)<br/>         Neil Patterson (IBM)<br/>         Ed Bratt (Oracle)<br/>         Melissa Jacobus (Oracle)<br/>         Dominika Tasarz (Payara)<br/>         Jadon Ortlepp (Payara)<br/>         Eric Meng (Primeton)<br/>         Dan Bandera (IBM)<br/>         Jonathan Gallimore (Tomitribe)<br/>         John Clingan (Red Hat)<br/>         Ryan St James (Tomitribe)</p> | <p><b>Eclipse Foundation:</b><br/>         Shabnam Mayel (Eclipse Foundation)<br/>         Tanja Obradovic (Eclipse Foundation)<br/>         Karen McNaughton (Eclipse Foundation)</p> |
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| Agenda  | Minutes   |
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| General discussion                                  | -   |
| Approval of the previous mtg minutes (5 mins)       | Approved  |
| Reporting to/from Steering Committee (7mins) (Neil) | <p>Spec status</p> <ul style="list-style-type: none"> <li>■ <a href="https://docs.google.com/spreadsheets/d/1YTUpfdLZZrk2_UGwoX2w0seOCueRO3sQJljWxpDAa7g/edit#gid=0">https://docs.google.com/spreadsheets/d/1YTUpfdLZZrk2_UGwoX2w0seOCueRO3sQJljWxpDAa7g/edit#gid=0</a></li> <li>■ 10 specs are done (up from 7 from last week)</li> <li>■ 2 specs are in ballot (0 moved into ballot from last week)</li> <li>■ 9 specs are close (1 moved into “close” state from last week)</li> <li>■ 16 are not close yet (2 specs have newly created PRs from last week)</li> <li>■ 1 Specs do not have PRs yet - mentors pursuing, KWS bumped epic issues</li> </ul> <p>The following scenario has been discussed:</p> <ul style="list-style-type: none"> <li>● Jakarta EE WG Strategic members joining the Microprofile Working Group</li> <li>● The creation of a Cloud Native for Java (CN4J) Alliance between the WGs</li> <li>● Potential “reallocation” of Jakarta EE WG strategic member fees in CY2021 to the MP WG</li> </ul> |

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| <p><b>Roadmap for Jakarta EE (Ed) (9 mins)</b></p> <ul style="list-style-type: none"> <li>• In the Steering committee Ivar made a quick plea that we have a road-map for Jakarta EE. I think the Marketing committee could take some part in putting this together. I would like to hear other members thoughts. My recommendation would be that we take responsibility for soliciting and acquiring roadmap thoughts/ideas/directions from the API and possibly even associated implementation teams -- then we package it into something that has consistent look/feel. I would further propose that we regularly solicit for updates to this roadmap (2x per year, maybe more often if things are evolving more rapidly). In this way, we are providing a consistent and easy reference overview that describes where Jakarta EE is going.</li> <li>• <b>Updates on value proposition doc-Ed?</b></li> </ul> | <p>Postpone to next week</p>  |
| <p>Engage with tooling vendors to get their tooling support for Jakarta EE <b>(8 mins)</b> (Cesar/Jon)</p> <ul style="list-style-type: none"> <li>• David's <a href="#">proposal</a>- Marketing Committee to review and brainstorm ideas of the next call</li> <li>• Tools vendor <a href="#">tracking sheet</a></li> <li>• <a href="#">Link</a> to the datasheet</li> </ul>  | <ul style="list-style-type: none"> <li>• Regular promotion through social of the datasheet that was prepared</li> <li>• Promoted on update calls and newsletters</li> <li>• Would like members to promote the datasheet through channels as well</li> <li>• Create a simple social share about tool vendors that have made the updates:<br/> <a href="https://twitter.com/JakartaEE/status/1304113871653933056">https://twitter.com/JakartaEE/status/1304113871653933056</a><br/> <a href="https://twitter.com/JakartaEE/status/1304436793287344128">https://twitter.com/JakartaEE/status/1304436793287344128</a></li> <li>• Update datasheet with latest versions and additional tool vendors who are ready</li> <li>• Ryan to send commentable version of PDF for updates - version updates, tool vendors</li> <li>• Have a page similar to the PDF but be updatable quickly as vendors add support</li> <li>• Once content ready anyone with a github account can submit a PR to create a new page under /resources.</li> </ul> <ul style="list-style-type: none"> <li>- Link to provide comments on the datasheet</li> <li>- <a href="https://assets.adobe.com/id/urn:aaid:sc:US:59e8dd9d-e0d2-443a-8396-dfbfedf57060?view=published">https://assets.adobe.com/id/urn:aaid:sc:US:59e8dd9d-e0d2-443a-8396-dfbfedf57060?view=published</a></li> <li>- Password: JakartaEE2020</li> <li>-</li> </ul> |
| <p>Event Planning <b>(6 mins)</b></p> <ul style="list-style-type: none"> <li>• <b>JakartaOne Livestream-Dec 8</b> <ul style="list-style-type: none"> <li>○ Registration is <a href="#">open</a></li> <li>○ CFP extended to Oct 1</li> <li>○ Invite your teams <a href="#">submit</a></li> </ul> </li> </ul>   | <p>JakartaOne Livestream</p> <ul style="list-style-type: none"> <li>- 30 of 31 speakers are available and CFP will continue to Oct 1</li> </ul>   |

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| <p><a href="#">a paper to Jakarta EE 2020</a> event</p> <ul style="list-style-type: none"> <li>• <a href="#">Social kit for members to promote</a>-please start promoting</li> <li>• <b>Devnexus 2021-sponsoring virtual event on 19 Feb</b> <ul style="list-style-type: none"> <li>○ Silver, gold and platinum sponsorship</li> </ul> </li> <li>• <b>KubeCon NA-17- 20 November-members to sign up for booth duty</b></li> <li>• <b>Steering Committee meeting with current members and those interested to potentially join the WG on 6 Oct- need to promote</b></li> <li>• <b>ECE-<a href="#">Community day</a> &amp; <a href="#">Cloud Native Java Track</a></b></li> <li>• <b>J4K conference-13 and 14 Oct</b> <ul style="list-style-type: none"> <li>○ Virtual Community Booth for members to <a href="#">sign up</a></li> <li>○ Dedicating one of the booth sessions on Tuesday to host a public steering committee call.</li> <li>○ MKT Committee to suggest topics and volunteers to participate the update call at J4K</li> </ul> </li> <li>• <b>JakartaOne Livestream China</b> <ul style="list-style-type: none"> <li>○ <b>Date?</b></li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>- The sponsorship packages were shared with members. Members to review and revisit for decision making next week</li> <li>- Promote this once link is available - invite non-members who might have an interest</li> <li>- Over 2k registrants this year</li> <li>- Members involved will receive an email including instruction for managing the booth and the link to their crowdcast live sessions</li> </ul> |
| <p>Jakarta EE 9 Final Release Marketing Plan Sheet <b>(5 mins)</b></p> <ul style="list-style-type: none"> <li>• Please <a href="#">review</a> and start planning</li> <li>• Technical WP outline in progress-reached out to John Clingan for interview-SMEs interviewed mentioned that it would be a good idea, and perhaps helpful to the white paper's angle on strategic uses of Jakarta</li> <li>• <a href="#">Jakarta EE Wikipedia page</a> <ul style="list-style-type: none"> <li>• Marketing committee to review and help with updating the <a href="#">content doc</a></li> </ul> </li> <li>• Members to start completing the <a href="#">Progress Report</a> to present for the Q3 Operations update</li> </ul>  | <ul style="list-style-type: none"> <li>- Members please see the content doc and make recommendations. We will have a working session to review as we get closer to Release 9.</li> <li>- Members to fill in the progress report doc as we are going to measure the results during the Q3 operations update</li> </ul>   |
| <p>Updates on Jakarta EE related user group in China <b>(5 mins)</b><br/>-If you have Chinese speaking colleagues,</p>  | <p>Did not cover</p>  |

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| <p>can you please review the issue below and provide input if any by the end of this week? The plan is to merge the changes in production and have it live next week.<br/> <a href="https://github.com/jakartaee/jakarta.ee/issues/866">https://github.com/jakartaee/jakarta.ee/issues/866</a></p>  |  |
| <p><u><a href="#">Collateral repository</a></u> (7 mins) (Cesar)</p> <ul style="list-style-type: none"> <li>• <a href="https://github.com/jakartaee/collateral">https://github.com/jakartaee/collateral</a></li> <li>• Updates<br/>PR submission template<br/>doc-<a href="#">owner</a>?<br/>The Jakarta EE <a href="#">youtube channel guidelines</a> for review/feedback<br/>Timeline,<br/>Copyright and Distribution<br/>Disclaimers <a href="#">document</a><br/><a href="#">Requirements Checklist</a><br/>Volunteer to create a “How to contribute” video</li> <li>• Community folder</li> </ul>  | <p>Did not Cover-Working session scheduled</p> |
| <p>Revamping the compatible products page-requested by the Specification Committee (EF) (5 mins)</p> <ul style="list-style-type: none"> <li>• Reached out to Tmax and Apusic Kingdee to inform them about the changes</li> <li>• Discussed and approved on the previous Marketing Committee call: <ul style="list-style-type: none"> <li>○ Present multiple products versions (up to 3 versions)</li> <li>○ Vendor logo will link to compatible products homepage or products’ download page (up to the vendor)</li> <li>○ Vendors should create a TCK results page (e.g. <a href="https://www.fujitsu.com/jp/products/software/middleware/business-middleware/middleware/appplatform/jakartaee-report/eap100-ee8full-tck-results/">https://www.fujitsu.com/jp/products/software/middleware/business-middleware/middleware/appplatform/jakartaee-report/eap100-ee8full-tck-results/</a> and <a href="https://openliberty.io/certifications/jakartaee/platform/8/TCKResults.html">https://openliberty.io/certifications/jakartaee/platform/8/TCKResults.html</a>) for the products versions being featured on the compatibility products page and display the compatibility logo on that page as the proof of use (requirement of the</li> </ul> </li> </ul> | <p>Did not cover</p>                           |

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| <p>trademark registry)</p> <ul style="list-style-type: none"> <li>• Current design:<br/><a href="https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7bbea66a14#/pages/132121602">https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7bbea66a14#/pages/132121602</a></li> <li>• Phase 2 design added here to revisit Oct 13:<br/><a href="https://github.com/jakartaee/jakarta.ee/issues/878">https://github.com/jakartaee/jakarta.ee/issues/878</a></li> <li>• Is the PR for phase 1 ready to merge?<br/><a href="https://github.com/jakartaee/jakarta.ee/pull/872">https://github.com/jakartaee/jakarta.ee/pull/872</a></li> <li>• <a href="https://deploy-preview-872--jakartaee.netlify.app/compatibility/">https://deploy-preview-872--jakartaee.netlify.app/compatibility/</a></li> </ul> |   |
| <p><b>Jakarta EE Working Group Announcements proposal</b><br/><a href="https://github.com/jakartaee/jakarta.ee/issues/880">https://github.com/jakartaee/jakarta.ee/issues/880</a></p> <ul style="list-style-type: none"> <li>• This proposal fits with the current announcements section in the front page.</li> <li>• The proposal provides a section for official Working Group statements and takes advantage of current website setup.</li> </ul>  | <p>Did not cover</p>  |
| <p>“Jakarta EE” vs “Eclipse Jakarta EE” branding (3 mins) (Jon)<br/><a href="#">BRAND USAGE HANDBOOK</a></p> <ul style="list-style-type: none"> <li>• It was recommended to review <a href="https://jakarta.ee/legal/trademark_guidelines/">https://jakarta.ee/legal/trademark_guidelines/</a> in addition to branding guidelines <a href="https://jakarta.ee/legal/trademark_guidelines/jakarta-ee-branding-guidelines.pdf">https://jakarta.ee/legal/trademark_guidelines/jakarta-ee-branding-guidelines.pdf</a></li> <li>• If the marketing committee identifies gaps in the guidelines, MKT members can start a document to collaborate on and suggest changes to be made to the doc</li> </ul>   | <p>Did not cover</p>  |
| <p>Parking lot items:</p>  | <ul style="list-style-type: none"> <li>- Attracting new committers and contributors <ul style="list-style-type: none"> <li>• Brainstorming <a href="#">doc</a></li> <li>• Marketing Committee to review and help with “How to Contribute” page</li> </ul> </li> </ul> |

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