Jakarta EE Marketing Committee Meeting - April 25, 2019

Agenda

- Approval of the previous mtg minutes (5 mins)
- Reporting to/from Steering Committee (Mike D) (10 mins)
- Discuss Jakarta EE 8.0 go-to-market planning (Thabang & Paul) (10 mins)
  - Promote at least one compatible implementation at Oracle Code One
- Update on trademark and logo usage guidelines (Paul & Thabang) (10 mins)
  - Update on Jakarta EE 8 Compatibility Trademark License Agreement and updated [Jakarta EE Trademark Guidelines](#)
  - Discuss Jakarta EE brand guidelines - looking for feedback
- Update on Jakarta One virtual event (Tanja & Thabang) (10 mins)
  - Update on planning
  - Vote on name
- Community Engagement email (5 min)
  - Jakarta EE Update call May 8th
    - Agenda and lead for the call
- Planning for Jakarta Developer survey rollout (Thabang) (5 mins)
  - Review timeline — we need blogs for May 7!
- Parking lot items
  - Conferences coverage and participation
  - [Amelia] talk about the Mktg budget and what has been used up to this point [from previews minutes- repeated multiple times]
  - Discuss the revised budget
  - Removing the “EE” from “Jakarta EE” for names of events, conferences, etc.

Attendees:
- Dan Bandera (IBM)
- Mike DeNicola (Fujitsu)
- Edward Bratt (Oracle)
- Amelia Eiras (Tomitribe)
- Dominika Tasarz (Payara)
- Cesar Saavedra (Red Hat)

Eclipse Foundation:
- Thabang Mashologu
- Tanja Obradovic
- Stephanie Swart
- Gabriela Motroc

Previous meeting minutes: Approved
Discussed:

- **Steering Committee updates:**
  - Blog to go public April 30th about update on Jakarta (what’s happening right now)
  - Volunteer needed to lead the Community WG meeting on May 8th and going forward
  - Pathways documented for Jakarta EE and recommendations to follow
  - Branding update expected next week

- **Jakarta EE 8.0 go-to-market plan:**
  - At least one compatible implementation to be presented at Oracle Code One

- **Trademark and logo usage guidelines:**
  - Currently working on version for Jakarta EE 8. To be signed off
  - Trademark guidelines language needs to be updated. Draft (in process) should be ready by next week
  - Logo usage document (now accessible) links back to the trademark guidelines
  - In case of discrepancies, trademark guidelines document prevails
  - Follow-up with Ivar

- **JakartaOne virtual event**
  - Reza Rahman (Microsoft) will be the community chair for the first event
  - Event will be recorded
  - Event date (one week before Oracle OpenWorld): September 10th. Jakarta EE 8 should be the focal point
  - Duration of event: 8hrs.
  - Look into events happening at the same time
  - Program Committee to be decided soon. Simon Ritter to support the event
  - Discussions in progress about website, options for call for papers, Program Committee etc.
  - Name vote JakartaOne Live: yes 3 (Dominika, Cesar, Mike), no 3 (Dan, Ed, Amelia)

- **Community Engagement email**
  - Turn the email update into blog
  - Agenda already shared with the community. Ideally, structure should be created first, then invite people to contribute
  - Almost every week, there will be communication/event about Jakarta EE
  - Add new events to Jakarta EE Community Calendar
  - Volunteers to lead May 8 event/meeting

- **Jakarta Developer survey rollout** → not discussed

- **Conferences coverage and participation** → not discussed
- Discuss the revised budget → not discussed

Actions:
- Eclipse Fdn. to send email with logo usage guidelines, trademark guidelines. Feedback needed. Thabang will provide working draft
- Add Jakarta EE-related events to Jakarta EE Community Calendar
- Progress on JakartaOne virtual event will be visible for the marketing committee
- JakartaOne virtual event name: Thabang to follow up with Paul on voting rules. If unable to break the tie, EF will propose additional names for vote