### Jakarta EE Marketing Committee Meeting - August 13, 2020

**Attendees:**
- Cesar Hernandez (Tomitribe)
- Ryan St. James (Tomitribe)
- Neil Patterson (IBM)
- Ed Bratt (Oracle)
- Melissa Jacobus (Oracle)
- Dominika Tasarz (Payara)
- Eric Meng (Primeton)
- Dan Bandera (IBM)
- Jonathan Gallimore (Tomitribe)
- John Clingan (Red Hat)

**Eclipse Foundation:**
- Shabnam Mayel (Eclipse Foundation)
- Tanja Obradovic (Eclipse Foundation)
- Thabang Mashologu (Eclipse Foundation)

### Agenda

<table>
<thead>
<tr>
<th>Agenda</th>
<th>Minutes</th>
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<tr>
<td>General discussion</td>
<td>Notes:</td>
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<td>- Marketing committee meetings will be weekly going forward at the same time using the same call-in number</td>
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<td>Approval of the previous mtg minutes (5 mins)</td>
<td>Approved</td>
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<td>Reporting to/from Steering Committee (10 mins) (Neil)</td>
<td>Status update of Release 9</td>
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<td>- 4 specs were ready for approval process</td>
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<td>Reschedule discussion</td>
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<td>- Looking for an achievable date - likely early to mid November</td>
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<td>Jakarta EE 9 Full Release Marketing Plan Sheet (7 mins)</td>
<td>- Reviewed the marketing plan</td>
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<td>- JakartaOne Livestream Event Date-Marketing Committee to pick a date, Options:</td>
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<td>- Event and release date on the same day: suggestion 17 Nov</td>
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<td>- Release latest first week of November and event on 17 November</td>
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<td>- Please review and start planning</td>
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<td>- Do a Coming Soon or Get ready - social promotion beforehand?</td>
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<td>- Build up to the release using the datasheet</td>
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<td>- Highlight those who have already started or made the change</td>
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<td>- Promote the influencer videos ahead of time</td>
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<td>- Use a celebration theme - cakes</td>
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<td>- Leverage Java Duke mascot to promote <a href="http://openjdk.java.net/projects/duke/">http://openjdk.java.net/projects/duke/</a></td>
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<td>- Pick a date before US Thanksgiving holiday (recommendation)</td>
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<td>- December 8 for the JakartaOne Livestream</td>
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<td>- Enables downtime and prep time for speakers</td>
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<td>- Precedent set with Java EE 6</td>
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<td>- Opportunity for promotion of release assets to</td>
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**Community Project / repository (7 mins)**

(Cesar)

- Waiting for feedback from the Marketing Committee for the email thread “Please open Jakarta EE Collateral for public review” since June 29th.

- Feedback provided to Wayne and awaiting a reply
- Eclipse Project framework not needed
  - Would require additional development process overhead
- Requirements
  - Track issues
  - Recognize the work of committers in non-coding work
- Need collateral repository to track issue
  - Committers and contributors to the repository
  - Need just an Eclipse Foundation account
  - Omits the Project aspects

**Jakarta EE Community Folder (5 mins)**

- Marketing Committee members to help manage the folders—need volunteers
- Need help with management on the folder from committee members
- Members can validate and give access to the folder for contributors
- Cesar volunteered, others please reach out to Shabnam and Tanja

**Updates on Jakarta EE related user group in China (7 mins)**

- User group logo is created
- Jakarta EE Community China Website (e.g. Jakarta EE Ambassadors website)
- Jakarta EE website in Chinese-MKT CMTE to provide feedback on:
  - Create a translation of the existing Jakarta EE (Deployed on a server in China, translate static info and link to dynamic info on jakarta.ee)
  - Build a similar website in Chinese on a server in China (building from scratch, translate static info and link to dynamic info on jakarta.ee)
  - Discuss who the engagement team is and what is needed/desired from the committee and representatives

- Recommendations from Eclipse team
  - Jakarta EE website should be multilingual (localized)
  - Requirements in addition for each region has landing page with combination of content/pages
  - Additional page for location specific links/content
  - Benefit - consistency and single source of content
- Alternative is replicated site as previously discussed
- Needs technical discussion with Eric
  - Eric already has coded against the current architecture
  - Potential concern with speed of access
  - Could look at a content distribution system if speed is an issue.
- Would like insight into social channels in China that are being considered and used
- Any translation of specs should involve discussion with Spec Committee

**“Jakarta EE” vs “Eclipse Jakarta EE” branding (5 mins)**

(Jon) BRAND USAGE HANDBOOK

- Get some guidance from the Eclipse Foundation around the registered marks and correct usage
- Look to document this in the branding guidelines
- Follow the correct usage defined in the branding guidelines going forward
- Potentially update branding guidelines for general usage of the term
- Create an infographic to explain the usage
- It was recommended to review [https://jakarta.ee/legal/trademark_guidelines/](https://jakarta.ee/legal/trademark_guidelines/) in addition to [branding guidelines](https://jakarta.ee/legal/trademark_guidelines/jakarta-ee-branding-guidelines.pdf)

### Event Planning (10 mins)
- **2020 JakartaOne Livestream Events Doc**  
  - Marketing Committee members feedback on the doc?
- **JakartaOne Livestream**  
  - Date change  
  - Invite your teams [submit a paper to Jakarta EE 2020 event](https://jakarta.ee/legal/trademark_guidelines/jakarta-ee-branding-guidelines.pdf)  
  - Social kit for members to promote—please start promoting  
  - CPF is open. Members to promote on their channels
- **JakartaOne Livestream-Turkey 7 Nov**  
- **JakartaOne Livestream China**  
  - Date?
- **J4K conference-13 and 14 Oct**  
  - Virtual Community Booth for members to sign up
- **KubeCon NA 17-20 November**

### Engage with tooling vendors to get their tooling support for Jakarta EE (5 mins) (Cesar/Jon)
- David’s [proposal](https)- Marketing Committee to review and brainstorm ideas of the next call  
- Tools vendor [tracking sheet](https)

### Crowdcast as a platform (4 mins)
- [Stats](https)