# Jakarta EE Marketing Committee Meeting - December 10, 2020

### 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)

### Eclipse Foundation:
- Tanja Obradovic (Eclipse Foundation)
- Karen McNaughton (Eclipse Foundation)

## Agenda

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>General discussion (2mins)</td>
<td>Recommend we cancel next week’s call and pick up in January.</td>
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<tr>
<td>Approval of the previous mtg minutes (2 mins)</td>
<td>Approved</td>
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<tr>
<td>Reporting to/from Steering Committee (0.02 mins) (Neil)</td>
<td>No meeting due to JakartaOne Livestream.</td>
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### Jakarta EE 9 Final Release & JakartaOne Livestream (5 mins) . General
- Wrap up and next steps
- Retrospective

- Generally good attendance it seemed (1008+ registered; 560 live attendance)
  - 100+ in many and 150+ in most.
- Videos uploaded to youtube channel
- Some good conversation in chat; people willing to interact
- Seemed like people stayed engaged longer
- A lot of new people engaged
  - Would be great to see the average age of attendees; growing the community?
  - May need to brainstorm on ways to reach young developers.
- Timing seemed right for the event
- Perhaps a missed opportunity to highlight the tools vendors
  - Amend blog post(s) or separate recognition
  - Build a drumbeat in social around the release and namespace

### Draft of 2021 Jakarta EE Marketing Plan-high
- Discussion on budget
| Proposed 2021 Jakarta EE Program Plan - Reference document | - Giveaways  
- Look at alternatives like gift cards or charity donations; eBook or subscriptions?  
- Need to build a priority list of when and where we use giveaways.  
  - Rewarding a contributor vs booth attendee  
  - Jakarta branded store?  
- Budget buckets represent services we are using/providing  
  - Standing item on agenda to assess budget activity  
- Motion: Budget allocation as presented - approved (with proviso that we can reallocate should circumstances change during the year) |
|---------------------------------------------------------------|---------------------------------------------------------------|
| Timing for content planning call (Jan)  
- Continue review of budget  
- Looking for approval of budget breakdown | - Need to also consider all the work needed to do the reviews - branding review  
- Proposal for separate call (twice monthly) to manage the reviews.  
  - At least for the beginning of the year. (Neil to set up Monday calls every other week starting in January)  
- Need to also finish guidelines (images)  
- |
| Collateral Repository (5 minutes)  
- Need to start exercising review and approval process as Marketing Committee not external people.  
- Need owner of this task to present the content list each week for review and manage repo. | |
| Progress Report (2 minutes)  
- Members to update their progress against the specified topic areas. | |
| • Jakarta EE Wikipedia page (5 minutes)  
  - Marketing committee to review and help with updating the content doc  
  - Schedule a working session | Review ideas around Brand Awareness from 2021 Marketing Plan  
Aim for Jakarta EE 9.1 release timeframe.  
Discuss Jakarta EE as a platform for innovation  
- Is this that Jakarta EE provides for innovation in the specs developed or as a platform for end users to innovate with?  
  - Should be considered for both  
- Jakarta EE is still widely considered as a stable platform not necessarily for innovation  
- Do we promote it as a platform for stability or evolution?  
- Relation to MicroProfile as innovation onramp?  
- *** Jakarta EE is a stable platform for End-User Innovation ***  
• Updates on value proposition doc-Ed? |
| Livestream Events | - Oracle - initiate in 1Q Russian Livestream event  
| - Keni to confirm Japanese event  
| - Eric to confirm Chinese event  
| - Others to follow (Turkey, Spanish, Portugese) |

| SEO Research - initial results 5 min (Karen) | - Karen will provide a report by email and we will pick up discussion in January. |