

Jakarta EE Marketing Committee Meeting - December 6, 2018

Agenda

- ✓ Approval of the previous mtg minutes **(5 mins)**
- Review of actions from last call **(10 mins)**
 - Amelia to follow up with DevNexus contacts about Jakarta EE participation
- ✓ Reporting to/from Steering Committee (Mike D) **(10 mins)**
- ✓ Update on status of GlassFish milestone timing **(10 mins) - Dec 14 / Jan 30 / other?**
 - Impact to announcement planning
 - [Member blog & announcement calendar](#) for members to sign up
 - [Update on Panel video/interview](#) idea
- ✓ Revisit [social media policy](#) **(10 mins)**
 - [Review social media stats](#)
- Discuss Jakarta [2019 conference calendar](#) - candidates
 - Amelia is chatting with Vince from DevNexus today (12/5) about Jakarta EE participation. Will report via writing after the chat and welcome Q&A during call tomorrow. AEB
- Meeting schedule for Dec 2018 and Q1 2019
- Parking lot
 - December 13 agenda
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Attendees

Amelia Eiras (Tomitribe)
Jonathan Gallimore (Tomitribe)
Ivar Grimstad (Committer Member Representative)
Mike Denicola (Fujitsu)
Debbie Hoffman (Payara)
Dominika Tasarz (Payara)
Edward Bratt (Oracle)
Dan Bandera (IBM)
Neil Patterson (IBM)

Eclipse Foundation:
Thabang Mashologu
Paul White
Stephanie Swart
Tanja Obradovic

Discussions

Last week's minutes approved.

Steering Committee Update

Paul reported on steering committee meeting. Dec 14th deadline for Eclipse GlassFish 5.1 release will not be met. Project recommended extending deadline/steering committee

agreed, but a date has not been selected as of yet. Ed Bratt & Paul said the date for release should be in January. Given that we are not coming out with it on Dec 14th, Steering Committee felt it was not worthwhile to do the Town Hall. Thabang suggested taking conservative approach and planning for January 31st as a target release date, so we can prepare marketing but Mike Denicola said if we happen to have it ready sooner, it becomes more of a scramble. Paul suggested as a compromise to maintain flexibility, and if by January 4th (after the meeting on the 3rd) we still don't have a date, then we'll just pick a date to get it done as quickly as possible.

Paul said Steering Committee is asking Platform Project to drive the roadmap, with a plan to update it every 6 months, and marketing committee will tell the story around the roadmap.

Paul said Steering Committee also discussed company participation agreements and that they will impact what happens in January as far as budget and actions are concerned. Discussions are still in progress.

Ed Bratt said David wrote a nice intro about "what is CTS" and feels it would be useful to amplify that as well. Paul would like Steering Committee to make decision that we should push that out & then we could add to blog calendar.

Dan Bandera said voting of trademark policy/license info was tabled until next meeting over an IP matter. Mike Denicola updated Steering Committee that marketing committee approved trademark policy (how the policy is used as opposed to the legal terms surrounding trademark).

Ivar Grimstad said even though we are not meeting Dec 14th deadline we should still promote a positive message toward end of year that things are still in progress / mention accomplishments. Thabang to add to blog calendar.

Amelia suggested approaching David to ask if he will add his blog (which was addressed to the Spec Committee) to the calendar & marketing committee can promote it.

Working Group Update

Not meeting in December.

Blog Announcement Calendar

Committee to add blogs around Jakarta EE 2018 Retrospective if possible.

Social Media Policy

Originally developed in May 2018 with plan to revisit at the end of the year. Reviewed social media results for August to November 2018. Followers higher than planned for Twitter, Youtube, LinkedIn. Twitter engagement % slightly under target, but our 1.2% engagement is higher than industry average engagement. Amelia E. would like opportunity for members to contribute to Twitter posts using Tweetdeck. Ivar G. agrees having access to Jakarta EE would be beneficial. Dan Bandera said if we open it up to members we'd need a code of conduct prior to opening it up to members but not sure if he agrees it should be opened up

or not / Amelia agreed the code should be in place first as well. Paul said Eclipse structure allows project leaders to establish norms for social media within the projects but Jakarta EE is a working group/collaboration amongst companies with a vendor-neutral posture and that's why the foundation has been managing Twitter. Paul encourages we can make the stream of communication more effective to post on social media rather than trying to create a code of conduct and opening it up to individual members to post. Mike Denicola said it may be possible to have an approval process in addition to a code of conduct to allow a certain number of members to post. Thabang said we've met our social media targets and doesn't think it's broken/doesn't need to be fixed. Also, Eclipse is reliant on the members to also use their own social channels to amplify the messaging around Jakarta EE & mention Jakarta EE handle. Dominika T. says in practice the only way she sees it working effectively would be to have access to the social media handle itself to use within each organization's social media scheduler. Feels inserting content into a Google doc would not be a long term solution.

Actions:

- Thabang to add topic of end of the year/Dec 14th blog topics. Committee to sign up/write blog posts.
- Committee to add blogs around Jakarta EE 2018 Retrospective