Jakarta EE Marketing Committee Meeting - July 16, 2020

Agenda

- Approval of the previous mtg minutes (5 mins)
- Reporting to/from Steering Committee (7 mins) (Neil)
- Jakarta EE Q2 Operations update (25 mins) (Shabnam)
- Updates on Jakarta EE related user group in China (2 mins) (Tanja)
  - Discuss who the engagement team is and what is needed / desired from the committee and representatives
- Engage with tooling vendors to get their tooling support for Jakarta EE (8 mins) (Cesar/Jon)
  - David’s proposal- Marketing Committee to review and brainstorm ideas on the next call
  - Link to Data sheet from Ryan-completed
- Event Planning (5 mins)
  - 2020 JakartaOne Livestream Events Doc
    - Marketing Committee members feedback on the doc?
  - JakartaOne Livestream
    - Targeting September 16
    - CPF is open. Members to promote on their channels
  - JakartaOne Livestream Brazil- August 29
  - JakartaOne Livestream Español- October 12
  - EclipseCon 2020 - Community Day
  - KubeCon NA-is going to be virtual
  - J4K conference-prospectus
- Community Project / repository (3 mins) (Cesar)
  - Waiting for feedback from the Marketing Committee for the email thread “Please open Jakarta EE Collateral for public review” since June 29th.
  - Updates?
- Crowcast as a platform (5 mins)
  - Stats
- Parking Lot for the next meeting:

Attendees:
Ed Bratt (Oracle)
Melissa Jacobus (Oracle)
Jonathan Gallimore (Tomitribe)
Neil Patterson (IBM)
Cesar Hernandez (Tomitribe)
Dominika Tasarz (Payara)
John Clingan (Red Hat)
Kenji Kazumura (Fujitsu)
Ryan James (Tomitribe)

Eclipse Foundation:
Shabnam Mayel (Eclipse)
Tanja Obradovic (Eclipse)
Discussion:

- Approval of minutes from the 25th of June - approved without objection
- Reports to/from Steering committee
  - Unanimous vote on resolution to recognize Bill Shannon’s contribution to Jakarta EE
  - Jakarta EE 9 will require Java SE 8 certification. Java SE 11 certification is a “nice to have” goal but requires TCK updates.
  - David gave presentation on updating Jakarta ecosystem (tooling vendors, etc)
  - Updated steering committee on planned livestreams
  - Steering committee adjusted budget, moving some funds from contingency fund to infrastructure needs
- Event Planning
  - Communicated “planned target dates” externally
  - Code One (now Oracle Developer Live this year) date change. [JakartaOne LiveStream](#) date cannot slip in order to avoid schedule conflict.
    - There is a date conflict with OpenWorld/"Cloud Platform Virtual Summit" on Sep 16th, however this is targeted at a different audience. So no conflict between the JakartaOne LiveStream event and the Cloud Platform Summit.
- Shabnam gave marketing operations update
  - Due to the switch towards livestreams from on-premise events, conference costs will be reduced.
  - Proposed budget reallocation to move conference budget to other areas (such as SEO)
    - Discussion on where to allocate funds, and if additional funds should be requested from the steering committee contingency fund.
    - Marketing committee to review the reallocation and provide feedback prior to the meeting to finalize the budget on the next committee meeting