

Jakarta EE Marketing Committee Meeting - June 17, 2021 (11:00 AM)

<p>Attendees:</p> <p>Neil Patterson (IBM) Cesar Hernandez (Tomitribe) 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) Tetiana Fydorenchyk (Jelastic) Otavio Santana (Committer Rep)</p>	<p>Eclipse Foundation:</p> <p>Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation) Thabang Mashologu (Eclipse Foundation)</p>
<p>Current Projects</p> <ul style="list-style-type: none"> - Q2 Priorities (PPT link, spreadsheet) <ul style="list-style-type: none"> - Create program to attract contributors and promote to committers - Create program to highlight/reward contributors based on contribution - Collateral Repository - Why Jakarta EE (Roadmap) content - JakartaOne Livestream - Case Studies (form) - SEO & member site updates - Jakarta EE Website redesign (go live start of Q2) - New Communities + localization <ul style="list-style-type: none"> - Chinese (in process) 	
<p>Action Items:</p> <ul style="list-style-type: none"> • • 2021-04-08: Look at archiving marketing email (Ed to create bugzilla enhancement request) • 2021-06-17: Invite webdev team to July 8th meeting to discuss timeline and help needed. (Karen) 	<p>Completed:</p> <ul style="list-style-type: none"> • 2021-03-25: All - promote JakartaOne Livestream Russia (see link below) • 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - March 18th will be the meeting • 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness • 2021-02-25: All - Review and provide comments on Github issue for website re-design and announcements section meeting conclusions

- 2021-03-25: Melissa - Create a document to save themes and best practices from github issues ([link to folder](#))
- 2021-03-25: All - use [social kit](#) content to help promote Developer Survey (starting April 6)
- 2021-03-25: All - determine theme for Kubecon presence
- 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation
- 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one
- 2021-04-08: Cesar - Kubecon - Booth participation - make available for community; JUGs; (Cesar to draft a brief statement about request) - [link to document](#) -
- 2021-02-11: Neil - Get Katacoda pricing information and policy information
- 2021-05-06: Karen to provide a couple of options for J4K.io that don't involve a booth
- 2021-05-06: All to promote Developer Survey (extended to May 31) [Link to social kit for promotion](#) and [Link to Developer Survey member specific URLs](#) (second tab)
- 2021-05-06: All - provide quotes and blog posts/articles for 9.1 release by May 14
- 2021-05-06: Neil to set up review of Skills Network Labs environment and Badging proposal
- 2021-05-06: Neil to provide steering committee a heads-up on badging proposal
- 2021-02-11: All - update progress report for week ([Progress Report](#))
- 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one
- 2021-04-08: Karen/Neil - update Q2 priorities and Q1 report

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings - June 17 - 11:00 EDT - July 8 - 9:00 EDT	
Approval of the previous mtg minutes (2 mins)	Approved

Reporting to/from Steering Committee (5 mins) (Neil)	<ul style="list-style-type: none"> - Neil presented the Badging proposal presentation <ul style="list-style-type: none"> - There was general support for the concept of creating a developer badging process, such as that outlined, in support of the goals described. - The committee requested that the team take the next step and elaborate on the proposal in more detail. - Long discussion on the Patent License Option
JakartaEE Website Development Update: <ul style="list-style-type: none"> • May 1st WebDev began development • Advised recently they have to pause work due to other priorities • Will revisit July 1, but likely only an assessment of activity - Github issue • Request is for community support to work through identified activities and accelerate delivery. We would set up sprints with structure and checkpoints 	<ul style="list-style-type: none"> - Webdev willing to have a meeting to discuss with the committee what work is needed and timelines. <ul style="list-style-type: none"> - Schedule time during our July 8th to talk to Chris and Martin - Does this pause affect other requests? <ul style="list-style-type: none"> - Can evaluate the issue separately. - Moving jakartablogs.ee to jakarta.ee - Can we add a session to an upcoming update call to talk about the redesign and perhaps increase the contributors available?
Review 3Q Priorities See slide 12 of the Jakarta EE Program Plan	
JakartaOne Livestream schedule (link) <ul style="list-style-type: none"> - December 7 - main event - Aug 21 JakartaOne Livestream - Turkish - Sept 29 JakartaOne Livestream - Portuguese - Oct 1 JakartaOne Livestream - Spanish - Need vendor specific talks added to the schedule 	
Enable archive for Jakarta EE Marketing Committee mailis list (Cesar) Github issue 1216 <ul style="list-style-type: none"> • Search functionality still pending but better to have reference from archive than writing email subjects when referencing conversation in the mailing list. • Allow better understanding of topics based on conversations history via 	<ul style="list-style-type: none"> - Ed to created bugzilla enhancement request for the archive and new list creation: - Create new public Marketing list issue: Bug 574277 - Turn on mailman archiving request issue: Bug 574278

<p>the mailing list</p> <p>Jakarta EE Marketing Committee creation of public list.</p> <ul style="list-style-type: none"> • Promote awareness and collaboration for initiatives that involve working groups or communities like JakartaOne, Jakarta Tech talk, etc. • Currently it's hard to find a point of official reference between slack, mails and calls that may involve non-marketing committee members. • Suitable for marketing specific topics that doesn't fit in jakarta.ee-community@eclipse.org mailing list. 	
<p>Events - Event list</p>	
<p>Jakarta EE Badging Proposal (5 minutes - Neil)</p> <ul style="list-style-type: none"> - Need to provide details and budget information to steering committee - Jakarta EE Badging presentation link - align around release 10 	
<p>Elections</p> <ul style="list-style-type: none"> - Coming soon - Committers and participant member representatives 	
<p>Article proposal (Tanja - 5 minutes)</p>	<ul style="list-style-type: none"> - Request to members to write content explaining how Jakarta EE is related to offerings (running on their platforms and others) <ul style="list-style-type: none"> - Eg. Jelastic running Jakarta EE workloads - link - Payara - Oracle - IBM - Eclipse Foundation article featuring cross platform Jakarta EE support (relevance in Cloud era)
<p>Github issues best practices (10 minutes - Melissa)</p> <ul style="list-style-type: none"> • Review document to save themes and best practices from github issues (link to folder) • Link to document 	<ul style="list-style-type: none"> - Cesar - recommendation to interact with the submitter to ensure the content is channeled to the right place and make consistent with other items of the same type - All - please review the document and provide any additional insights.

Content issues <ul style="list-style-type: none"> - Review current content submissions - Link to Best Practices document 	All - review open tickets
Case Studies (Karen - 5 minutes) <ul style="list-style-type: none"> - Members to “raise their hand” using the form to kickstart the process - New Slide about request (link) - Explore end-user experience of moving to/use Jakarta EE in production with their applications - Likely initial migration stories might focus on namespace change - experience or new apps and value of Jakarta and the evolution of Java - Case Studies (form) 	
<ul style="list-style-type: none"> • Jakarta EE Wikipedia page (5 minutes) <ul style="list-style-type: none"> • Marketing committee to review and help with updating the content doc • Schedule a working session 	