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

### Attendees:
- 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)

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

### Current Projects
- Q2 Priorities ([PPT link](#), [spreadsheet](#))
  - 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
  - Chinese (in process)

### Action Items:
- 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)

### Completed:
- 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

<table>
<thead>
<tr>
<th>Agenda</th>
<th>Minutes</th>
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<tbody>
<tr>
<td>General discussion (2mins)</td>
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<tr>
<td>Upcoming Meetings</td>
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<tr>
<td>- June 17 - 11:00 EDT</td>
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<td>- July 8 - 9:00 EDT</td>
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<td>Approval of the previous mtg minutes (2 mins)</td>
<td>Approved</td>
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### Reporting to/from Steering Committee (5 mins) (Neil)

- Neil presented the Badging proposal presentation
  - 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:

- 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

- Webdev willing to have a meeting to discuss with the committee what work is needed and timelines.
  - Schedule time during our July 8th to talk to Chris and Martin
- Does this pause affect other requests?
  - 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](#))

- 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](#)

- 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

- 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](#)
<table>
<thead>
<tr>
<th>the mailing list</th>
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<tbody>
<tr>
<td><strong>Jakarta EE Marketing Committee</strong></td>
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<tr>
<td>creation of public list.</td>
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<tr>
<td>● Promote awareness and collaboration for initiatives that involve working groups or communities like JakartaOne, Jakarta Tech talk, etc.</td>
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<tr>
<td>● Currently it’s hard to find a point of official reference between slack, mails and calls that may involve non-marketing committee members.</td>
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<td>● Suitable for marketing specific topics that doesn’t fit in <a href="mailto:jakarta.ee-community@eclipse.org">jakarta.ee-community@eclipse.org</a> mailing list.</td>
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<table>
<thead>
<tr>
<th>Events - <a href="#">Event list</a></th>
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<tbody>
<tr>
<td>Jakarta EE Badging Proposal (5 minutes - Neil)</td>
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<tr>
<td>- Need to provide details and budget information to steering committee</td>
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<td>- Jakarta EE Badging presentation <a href="#">link</a> - align around release 10</td>
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<thead>
<tr>
<th>Elections</th>
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<tr>
<td>- Coming soon</td>
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<td>- Committers and participant member representatives</td>
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<tr>
<th>Article proposal (Tanja - 5 minutes)</th>
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<tr>
<td>- Request to members to write content explaining how Jakarta EE is related to offerings (running on their platforms and others)</td>
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<td>- Eg. Jelastic running Jakarta EE workloads - <a href="#">link</a></td>
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<td>- Payara</td>
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<td>- Oracle</td>
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<td>- IBM</td>
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<td>- Eclipse Foundation article featuring cross platform Jakarta EE support (relevance in Cloud era)</td>
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<th>Github issues best practices (10 minutes - Melissa)</th>
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<tr>
<td>● Review document to save themes and best practices from github issues (<a href="#">link to folder</a>)</td>
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<tr>
<td>● <a href="#">Link to document</a></td>
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<tr>
<td>- 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</td>
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<tr>
<td>- All - please review the document and provide any additional insights.</td>
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**Content issues**
- Review current content submissions
- [Link to Best Practices document](#)

**Case Studies (Karen - 5 minutes)**
- 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](#))

- [Jakarta EE Wikipedia page](#) (5 minutes)
  - Marketing committee to review and help with updating the [content doc](#)
  - Schedule a working session