Jakarta EE Marketing Committee Meeting - March 5, 2020

Agenda

- Approval of the previous mtg minutes (5 mins) --
- Reporting to/from Steering Committee (10 mins) (Mike D)
- Event Planning (20 mins)
  - COVID-19 impact
  - Postponement of KubeCon EU 2020 and CN4J Day
  - Devoxx France 2020 for 15-17 April
    - Booth sign-up sheet
- Event KPIs and metrics (10 mins)
- Enabling JUGs (5 mins)
  - Find speakers for JUG Meetups each month (add to the list here)
  - “Adopt a Spec” program page is live now
- Parking Lot for the next meeting:
  - Raising awareness of Jakarta EE replacing Java EE - Google Ads campaign
  - Review Jakarta EE ‘Champions’ requirements strawman

Attendees:
Jonathan Gallimore (Tomitribe)
Cesar Hernandez (Tomitribe)
Neil Patterson (IBM)
Mike DeNicola (Fujitsu)
Melissa Jacobus (Oracle)
Cesar Saavedra (Red Hat)
Dominika Tasarz (Payara)

Eclipse Foundation:
Paul White (Eclipse)
Shabnam Mayel (Eclipse)
Thabang Mashologu (Eclipse)

Minutes:
- Previous minutes accepted Jonathon moved, Mike seconded
- Report from Steering committee (Mike D)
  - Looked at the events
  - Japan JakartaOne - workshops dealt with MicroProfile with no Jakarta EE content - need to get Jakarta 10 out with features we can promote
  - Proper use of Jakarta brand - document reviewed (see link)
    - Will be available on website
  - Tooling discussion
    - Need ownership from tooling vendors
- Jakarta EE 9
  - Faces and JSTL specs still outstanding
- MicroProfile
  - Proposal distributed with discussions on Tuesdays 11:00 EST (hangouts)
- March 18 event - Steve and Kevin handling
- Outreach to JUGs - spread the word about Jakarta EE being Java (Marketing responsibility)
- Release cadence - spec projects can release on any cadence; slower is not negative since stability is important aspect
  - Question - is there a survey question about cadence of releases?
    - Not in the current survey
    - Look at a poll of users to see what they want for cadence
  - TCK process needs modification to support flexibility
  - Steering committee - adopt resolution about increasing frequency and gather feedback.
- Change over from Mike - Neil (prime); Cesar Hernandez (backup)
- Links: Foundation has created a sheet to track JUGs meetups. Looking for members to sign up and present on Jakarta EE at JUGs.
  - https://docs.google.com/spreadsheets/d/1YDTAyynuhNVBJK-Clb4XAW7gVw0TLu5R0uV3FUkW20/edit#gid=0
- The Steering Committee approved the document describing the “Proper use of the Jakarta® Brand by Eclipse Projects”
  - https://docs.google.com/document/d/1uXbJnWzLbCGiQa46g4jG6Q6GTxkFD_HWEdEvrJBFlrQ/edit#heading=h.c1ih82h3d10
- Hangout at 11 AM PST using zoom: https://eclipse.zoom.us/j/949859967 a continuation of a bi-weekly (now weekly) call to work on input and issues related to working group for MicroProfile.

- Event Planning
  - COVID-19 impact
    - Kubecon EU - postponed - impact to CNJ Day - waiting for date from CNCF
      - Need next steps on comms. (email, landing, social)
    - Red Hat summit - now virtual
    - IBM Think - now virtual
    - Tomitribe - no immediate guidance on events at this point
    - Fujitsu - across the board restriction
      - Need to look at ways we can promote Jakarta at virtual events
- Event KPIs
  - Marketing playbook per event and information in the marketing plan, after event recap document, and also in Quarterly Marketing operations update
    - See examples
- Jakarta EE 2020 Marketing Plan:
  - https://docs.google.com/presentation/d/1AvMyV1pSG45MAoiv_Lggn2Qoa
    gbIrKTyCnssLFAJbkw/edit?ts=5dc59ec8#slide=id.g57c2e06258_12_90
- Devoxx Marketing Playbook:
  - https://docs.google.com/presentation/d/1ZPBtTV0pAur7z2alEquHLVm_8
    XdNAp9yLeHvi_2RzLE/edit#slide=id.g5248f1f450_0_0
- Recap of DevNexus after the event:
  - https://docs.google.com/presentation/d/142le75QuAM0hbixOrgwjc0B2NN
    Jw0MbGhj4hX98gAJe/edit#slide=id.g5248f1f450_0_0
- Jakarta EE MKT Operations Update-Q4:
  - https://docs.google.com/presentation/d/1f9BbTdBfntK36LmQNdeaqz43N
    MNH3hZvEoWly3Mid-A/edit#slide=id.g7aa0d19c64_0_5
  - Enabling JUGs
    - Steering committee tracking member participation in the various JUGs - need
      members to contribute (see link in agenda)
    - “Adopt a Spec” program - promote to JUGs
  - Google Ads - Dominika to set up a separate call to discuss SEO and ways to improve
    Jakarta search when Java is involved.