Jakarta EE Marketing Committee Meeting - May 14, 2020

Agenda

- Approval of the previous mtg minutes (5 mins) --
- Reporting to/from Steering Committee (8 mins) (Neil)
- Event Planning (10 mins)
  - Recap of JakartaOne Livestream CN4J on 12 May
    - Registration opened on 9 April
  - KubeCon EU 2020
    - Requested for refund- CNCF is requesting us to review their updated prospectus
    - CN4J Day-sponsor in Boston in November
  - JakartaOne Livestream- Brazil (targeting) 29 August
    - Meeting minutes
    - Please reach out to representatives to work on the development of the livestream Brazil
  - Devoxx France 2020 cancelled
    - Requested refund (90% will be refunded)
  - Devoxx UK 2020 cancelled
- Community repository (Tanja) (10 mins)
  - What are the objectives / requirements?
    - Issue tracker
    - And the ability for non-coders to be contributors / committers
    - Swag folder
  - Contributor/committer is not limited to "coders"
  - Do we need a dedicated project/repository?
    - Approach might be to submit project proposal for (Jakarta EE Community Material/Collateral Project)
- Jakarta EE Developer Survey (10 mins)
  - 2180 respondents this year vs 1772 in 2019
  - Gating the survey?
  - Timeline
  - Supporting quotes from members to include in the press release (example)
- Engage with tooling vendors to get their tooling support for Jakarta EE (10 mins)
  - Promote the existing tooling vendors who are supporting Jakarta EE
- SEO best practice document (5 mins)
  - Please review and start implementing
  - Tracking the progress of members' performance-quarterly updates
- Eclipse Foundation transition to Europe (2mins)
- Parking Lot for the next meeting:
  - Jakarta EE Tech talks
    - We need new speakers

Attendees:
Ed Bratt (Oracle)
Discussion:

- Minutes from April 30, 2020 -- Minutes were approved without objection.
- Steering Committee Update -- Neil provided the update
  - Status of the Jakarta EE 9 was discussed, milestone release will be in June, TCK release and encouraging tooling vendors to work with so for fall release everything is in good shape-end of June deadline is good for that milestone
  - Work on Eclipse glassfish is moving forward, Jakarta EE 9 APIs has been integrated. Glassfish distribution starts.
  - Engaging tooling vendors, the marketing committee has been asked to come up with ways to support JakartaEE 9 and promote that to identify potential clients for the vendors to make the potential changes. Tomcat will be changing to Jakarta EE 9 which will help with vendor migration. Tooling vendors will take actions if their clients ask for Jakarta tool
  - More clarification around beyond Jakarta EE 9 and have it ready before launch of Jakarta EE 9 for the Marketing committee to promote for the release.
- Events
  - CN4J Livestream (Shabnam)
    - Over 500 registrations; 300+ live; 200+ replay
    - Worldwide audience
    - Solid social uptake
    - Recordings are still available and will be moved to Youtube (this week)
    - Approach to training and sessions was well received.
    - Slideshare for presentations.
    - MKT committee is pleased with the results
  - JakartaOne Livestream - Brazil
    - Discussed separate social channel for JakartaOne or Brazil specifically
      - Will be reviewed by Eclipse team and recommendation made
- Community Repository (Tanja)
  - (see agenda)
  - Need to be clear about the main objectives before creating a repo
    - Issue tracker
    - Enable non-coders to contribute
  - Barriers to non-coder usage of Github?
○ Templates and clear instructions needed. And indicate rules and requirements such as adhering to Jakarta EE trademark guidelines
○ Need a Github account.
○ Need to maintain a Community Google Drive - pointer from Github issues
○ Cesar will build out a project proposal for the marketing committee review before creating the repo for approval and then we will put it into practice to see how it works out.

● Developer Survey (Shabnam)
  ○ Solid results
  ○ Registrations needed?
    ■ Neil recommend to gate the survey and offers value
    ■ Ed - recommend that we don’t put it behind registration
    ■ Dominika - agreed.
    ■ Perhaps look at gating after results have been freely available for 3-6 months