Jakarta EE Marketing Committee Meeting - November 12, 2020

**Attendees:**
- Cesar Hernandez (Tomitribe)
- Neil Patterson (IBM)
- 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)

**Eclipse Foundation:**
- Tanja Obradovic (Eclipse Foundation)
- Karen McNaughton (Eclipse Foundation)

**Agenda**

| General discussion (2mins) | - Shabnam is off on maternity leave and Karen will be assisting the marketing committee during that period.  
- Reminder - share regular updates through Slack channel |
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<td>Approval of the previous mtg minutes (2 mins)</td>
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| Reporting to/from Steering Committee (15 mins) | - All specs are in ballot  
- Continued discussion on 2021 Program Plan and associated budget - link  
- Discuss Steering Committee feedback re Marketing’s efforts to support priorities of the SC and address the apparent disconnect that some members have.  
- Prepared an email to be sent by Neil on behalf of marketing to clarify the working relationship and level-set expectations. |
| KubeCon NA-17- 20 November- members to sign up for booth duty-Deadline 30 Oct (2 mins) | - Question from Ed - do contributors in the booth get access to sessions? - Yes (followed up by Karen). |
| Jakarta EE 9 Release Page (10 minutes) | Page is well underway - Chris and Andril will work through the opt-out script to support the broadest contributor inclusion in the carousel. |

**Minutes**

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script to opt-out.
- start with an inclusive list unless a majority of members voice a strong and conclusive opinion to limit the list.
- Start with those who have not restricted privacy setting in github for Eclipse.
- Tanja is reaching out to individuals who have asked not to be included.

Compatible Products - Accepted design from Christie (github link)

Collateral Repository (5 minutes)
- need to start exercising review and approval process as Marketing Committee not external people.

Case studies (5 min) - new form to use for suggestions and follow up. - link
- Email sent about using the form for members wishing to participate and have a case study created

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<tr>
<th>Jakarta EE 9 Final Release Marketing Plan Sheet (10 mins)</th>
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<tr>
<td>● Please <a href="#">review</a> and start planning</td>
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<td>● <a href="#">Jakarta EE 9 messaging doc</a>-do we need to update this? Request from the steering committee?</td>
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<td>● <a href="#">Jakarta EE Ad strategy</a> and <a href="#">timeline</a></td>
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<td>○ <a href="#">Sign up sheet</a> for members interested to participate in monthly update/reporting calls</td>
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<td>○ First meeting in November</td>
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<td>● <a href="#">Technical WP</a>- content team provided the detailed outline -circling back to SMEs for their feedback. SMEs think we should interview the other identified SMEs for specific topics (Dmitry, Sebastian and Marcus)</td>
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<td>● Members to complete the <a href="#">Progress Report</a> to present for the Q3 Operations update</td>
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