

Jakarta EE Marketing Committee Meeting - November 19, 2020

<p>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)</p>	<p>Eclipse Foundation: Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation)</p>
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Agenda	Minutes
General discussion (2mins)	-
Approval of the previous mtg minutes (2 mins)	Approved.
Reporting to/from Steering Committee (5 mins) (Neil)	<ul style="list-style-type: none"> - Specs for Release 9 all on track - Budget 2021 approved - Funding for MP WG approved
Case studies (5 min) (Karen) - new form to use for suggestions and follow up. - link	
<p>Draft of 2021 Jakarta EE Marketing Plan-high level (30 mins)</p> <p>Proposed 2021 Jakarta EE Program Plan - Reference document - link</p>	<p>Jakarta EE releases</p> <ul style="list-style-type: none"> - Steady progress is the message - Possibility for a milestone release (early view into what's possible) <ul style="list-style-type: none"> - Likely 2nd half - still lots of discussion on what might be there - Lots of 9.x work - Going to be hard to work with 9.x and 10 at the same time - Quarterly roadmaps - public progress reports - Show transformer activities to make transition easier <p>Drive Jakarta EE Brand Awareness and Adoption</p> <ul style="list-style-type: none"> - Promote adoption by Tool Vendors - DevOps - Work closely with the SEO agency to drive greater awareness <p>Transition to namespace</p>

	<ul style="list-style-type: none"> - Highlight transformer activities <p>Drive new value-add Jakarta EE Programs</p> <ul style="list-style-type: none"> - Java Champions evolution to Jakarta EE Evangelist Program? <ul style="list-style-type: none"> - Need to flesh out what this might entail - commitment, funding, etc. <p>Jakarta EE as a platform for innovation</p> <ul style="list-style-type: none"> - Is this that Jakarta EE provides for innovation in the specs developed or as a platform for end users to innovate with? <ul style="list-style-type: none"> - Should be considered for both - Jakarta EE is still widely considered as a stable platform not necessarily for innovation - Do we promote as a platform for stability or evolution? - Relation to MicroProfile as innovation onramp? - *** Jakarta EE is a stable platform for End-User Innovation ***
<p>Jakarta EE 9 Final Release Marketing Plan Sheet (10 mins) .</p> <ul style="list-style-type: none"> ● Please review and finish planning ● Jakarta EE 9 messaging doc-do we need to update this? Request from the steering committee? 	
<p>Collateral Repository (5 minutes)</p> <ul style="list-style-type: none"> - need to start exercising review and approval process as Marketing Committee not external people. 	
<p>Progress Report (2 minutes)</p> <ul style="list-style-type: none"> - Members to update their progress against the specified topic areas. 	
<ul style="list-style-type: none"> ● Jakarta EE Wikipedia page (2 minutes) <ul style="list-style-type: none"> ● Marketing committee to review and help with updating the content doc ● Schedule a working session 	
<p>Roadmap for Jakarta EE (Ed) (10 mins)</p> <ul style="list-style-type: none"> ● In the Steering committee Ivar made a quick plea that we have a road-map for Jakarta EE. I think the Marketing committee could take some part in putting this together. I would like to hear other members thoughts. My recommendation would be that we take responsibility for soliciting and acquiring roadmap thoughts/ideas/directions from the API and possibly even associated implementation teams -- then we 	

package it into something that has consistent look/feel. I would further propose that we regularly solicit for updates to this roadmap (2x per year, maybe more often if things are evolving more rapidly). In this way, we are providing a consistent and easy reference overview that describes where Jakarta EE is going.

- **Updates on value proposition doc-Ed?**