## Agenda

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Minutes</th>
</tr>
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<tbody>
<tr>
<td>General discussion (2mins)</td>
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<tr>
<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) | - 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 |
| Draft of 2021 Jakarta EE Marketing Plan-high level (30 mins) | Jakarta EE releases  
- Steady progress is the message  
- Possibility for a milestone release (early view into what’s possible)  
  - 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  
| Proposed 2021 Jakarta EE Program Plan - Reference document | Drive Jakarta EE Brand Awareness and Adoption  
- Promote adoption by Tool Vendors - DevOps  
- Work closely with the SEO agency to drive greater awareness  
Transition to namespace |
- Highlight transformer activities

Drive new value-add Jakarta EE Programs
- Java Champions evolution to Jakarta EE Evangelist Program?
  - Need to flesh out what this might entail - commitment, funding, etc.

Jakarta EE as a platform for innovation
- Is this that Jakarta EE provides for innovation in the specs developed or as a platform for end users to innovate with?
- 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 ***

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<thead>
<tr>
<th>Jakarta EE 9 Final Release Marketing Plan Sheet (10 mins)</th>
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<td>● Please <a href="#">review</a> and finish planning</td>
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<tr>
<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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Collateral Repository (5 minutes)
- need to start exercising review and approval process as Marketing Committee not external people.

**Progress Report** (2 minutes)
- Members to update their progress against the specified topic areas.

- **[Jakarta EE Wikipedia page](#)** (2 minutes)
  - Marketing committee to review and help with updating the [content doc](#)
  - Schedule a working session

**Roadmap for Jakarta EE (Ed) (10 mins)**
- 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?**