Jakarta EE Marketing Committee Meeting - October 10, 2019

Agenda

- REMINDER: October 24 meeting rescheduled till October 31 at 11:00 EDT
  - For European members, please note the discrepancy in timezones for that week only
- Approval of the previous mtg minutes (5 mins)
- Reporting to/from Steering Committee (Mike D) (10 mins)
- Event planning (15 mins) (EF)
  - ECE lunch meetup (finalizing the date and list of folks who are able to attend)
  - EclipseCon Europe Community Day (Progress on wiki page)
  - Devoxx BE readiness for 4-8 November (Including Booth sign-up sheet)
  - KubeCon North America readiness for 18-21 November (Including Booth sign-up sheet)
  - DevNexus for 19-21 February 2020
- New compatible implementation (10 mins) (EF)
  - Congrats to Payara
  - Feedback on the process
- Planning discussion for Q4 '19 and 2020 marketing strategy (20 mins) (EF)
  - Updates and get feedback
  - Champions program brainstorming
- Jakarta EE Update call - October 16th (3 min)
  - Agenda and promotion
- Parking Lot for the next meeting:
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Attendees:

- Mike DeNicola (Fujitsu)
- Ed Bratt (Oracle)
- Jonathan Gallimore (Tomitribe)
- Cesar Saavedra (Red Hat)
- Jadon Ortlepp (Payara)
- Neil Patterson (IBM)

Eclipse Foundation:

- Thabang Mashologu
- Shabnam Mayel
- Tanja Obradovic

Discussed:

- Previous meeting minutes: Approved
• Reporting to/from Steering Committee:
  ○ Platform project will come up with Jakarta EE 9 roadmap and specs committee will approve and will be sent to Steering committee for awareness
  ○ Suggested to rename Java EE guardians to Jakarta EE Ambassadors
  ○ EF is working on the 2020 strategic objectives to present in the next week’s steering committee meeting for approval

• Discussed upcoming events
  ○ ECE lunch meetup (finalizing the date and list of folks who are able to attend)
    ■ Jadon, Cesar and Neil confirmed their presence
  ○ Members encouraged to participate in ECE ’19 Community Day
  ○ Devoxx BE
    ■ IBM, Red Hat, and Payara will support for demos
  ○ KubeCon North America
    ■ Red Hat will be there, support for demos to be confirmed by Thabang
    ■ Payara and Tomitribe will not be there
    ■ Oracle’s presence to be confirmed by Ed
  ○ DevNexus for 19-21 February 2020
    ■ Red Hat and IBM are interested to sponsor a reception at DevNexus
  ○ New compatible implementation
    ■ Congrats to Payara on their Jakarta EE compatible product, Payara Server
    ■ Process was smooth and easy

• Planning discussion for Q4 ’19 and 2020 marketing strategy
  ○ Discussed marketing goals
  ○ Committee MKT members to encourage community to participate in the election, members also to encourage participation through social
  ○ Members require social campaign calendar to share with their social teams (signature moments/project plan)
  ○ Continue promoting the compatible implementations
  ○ Leveraging members to engage JUGs/vJUGS

• Jakarta EE Update call - October 16th
  ○ Tanja will send an email out
  ○ Agenda 2 major items
    ■ Work on remaining specification documents
    ■ Jakarta EE 9 retrospective
  ○ Please help promote the call, so we can increase attendance

Actions:

• Devoxx BE: Booth sign-up sheet
• KubeCon NA: Booth sign-up sheet