Jakarta EE Marketing Committee Meeting - May 28, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(8 mins) (Neil)**
- Jakarta EE 9 Milestone Release Marketing Plan [Timeline Sheet](#) **(5 mins)**
  - Will Lyons to help with Jakarta EE 9 milestone release messaging
  - Include the list of other implementations that is going to adopt the namespace change in the PR-members to help with this
- Event Planning **(5 mins)**
  - Jakarta EE 9 Milestone Release Party
    - 1-2 hours panel style event
    - Open registration on crowdcast soon
  - KubeCon EU 2020
    - Requested for refund- CNCF is requesting us to review their updated prospectus
    - CN4J Day in Boston in November- waiting for their sponsorship packages
  - JakartaOne Livestream- Brazil (targeting) 29 August
    - Meeting [minutes](#)
  - Annual JakartaOne Livestream
    - September 16?
    - Started working on launch and promotion plan
- SEO best practice [document](#) **(5 mins)**
  - Please review and start implementing
  - Tracking the progress of members' performance-[quarterly updates](#)
- Engage with tooling vendors to get their tooling support for Jakarta EE **(10 mins)**
  - Marketing Committee to suggest ways to incent [vendors](#)
  - Promote the existing tooling vendors who are supporting Jakarta EE
  - Data Sheet for tool vendors (suggested by David Blevins)
- Jakarta EE Developer Survey **(8 mins)**
  - [Survey findings](#)
  - [Timeline](#)
  - Gating the survey?
- Community repository **(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)
- Proposal to promote Jakarta EE in China **(5 mins) (Eric)**
- Parking Lot for the next meeting:
  - Jakarta EE Community Call on June 10
  - New Jakarta EE Community newsroom

- ○ Jakarta EE Tech talks
  - ■ We need new speakers

Attendees:
Ed Bratt (Oracle)
Dan Bandera (IBM)
Jonathan Gallimore (Tomitribe)
Neil Patterson (IBM)
Dan Bandera (IBM)
Cesar Hernandez (Tomitribe)
Dominika Tasarz (Payara)
Eric Meng (Primeton)
Melissa Jacobus (Oracle)

Eclipse Foundation:
Tanja Obradovic (Eclipse)
Thabang Mashologu (Eclipse)

Discussion:
- Minutes from April 14, 2020 -- Minutes were approved without objection.
- Steering Committee Update -- Neil provided the update
  - ○ Discussions around the fall milestone release and engagement with implementation and tools vendors.
  - ○ Marketing plan was also discussed about the timing in sync with the specs and implementation progress.
  - ○ Reviewed the committee objectives. Jakarta EE 20202 Strategic Plan Goals and objectives per quarter
  - ○ Ed mentioned the TCK criterias and asked about the Marketing committee agenda, Tanja indicated that the presentation will be presented on the next marketing call and also sent to the mailing list.
  - ○ Dan Bandera indicated that the milestones release will have quantify and non-quantify outputs. The target is to have 80% progress.
  - ○ June 23th is the end date for the Milestone Release.
  - ○ Press release will cover new compatible implementations, values that bring to those looking for the evolution of JavaEE and will also include the developers survey.
  - ○ Tanja shared the overall approach of the Party-virtual event. The key actors are not yet informed.
- Events
  - ○ KubeCon is asking us to participate in the now virtual event but there is already a high number of activities related to the Jakarta release.
  - ○ KubeCon costs are not yet available since the information just got yesterday.
- SEO best practice

- - Jakarta EE best Practice - SEO document V2. is now available to be shared with the marketing staff and web teams.
    - Metrics that will be used for next quarters are also available
    - Thabang asked if the progress will be reported on a monthly basis.
- Engage with tooling vendors to get their tooling support for Jakarta EE
    - Neil shared the discussions from the Steering committee around the tooling support and the time needed to start moving forward.
    - Jonathan indicated that currently the tooling vendors are not fully aware of the implication of the javax namespace change.
    - Neil will provide a shared folder with the vendors data that can be used later to spread the urgency the vendors might have with the namespace update.
- Jakarta EE Developer Survey
    - Current status is that the team is working on the data analysis.
    - June 23th is the key date to publish the results and promote them.
    - Survey findings are available in a slide deck for the committee to review.
    - Neil highlighted the need to have good executive summary/teasers as part of the landing page
    - Dominika mentioned it will be good to see the number of downloads/traffic for previous surveys that were ungated
    - Thabang indicated that people who complete the form can opt-out at any time.
    - Members agreed on gating the survey findings because the survey information is valuable and completing the registration is a low barrier.

- Community repository
    - Did not have enough time to discuss-next week
- Proposal to promote Jakarta EE in China
    - Eric Meng presented a proposal about the Why and How to promote Jakarta EE in China.
    - A website base in china can be cloned and translated with dynamic content link to jakarta.ee.devops.com
    - The proposal also included social media china accounts.
    - Media content like video, articles, etc. are also part of the content Eric presented that can be distributed in the China platform.
    - Jakarta EE authorization for branding, logo and staff coordination will be required.
    - The timeline presented a plan for 1, 3, 6 and 12 months stages.
    - The proposal can be wider to be analysed by Eclipse and the Steering Committee.
    - Tanja asked if there are more chinese based companies that may be interested in this proposal. As peer Eric replied, this hasn't been analysed.
    - Tanja will bring this back to Eclipse Foundation and then Neil suggested to be presented to the Steering Committee.