

Jakarta EE Marketing Committee Meeting - August 13, 2020

<p>Attendees: Cesar Hernandez (Tomitribe) Ryan St. James (Tomitribe) Neil Patterson (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Eric Meng (Primeton) Dan Bandera (IBM) Jonathan Gallimore (Tomitribe) John Clingan (Red Hat)</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Thabang Mashologu (Eclipse Foundation)</p>
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Agenda	Minutes
General discussion	Notes: <ul style="list-style-type: none"> - Marketing committee meetings will be weekly going forward at the same time using the same call-in number
Approval of the previous mtg minutes (5 mins)	Approved
Reporting to/from Steering Committee (10 mins) (Neil)	Status update of Release 9 <ul style="list-style-type: none"> - 4 specs were ready for approval process Reschedule discussion <ul style="list-style-type: none"> - Looking for an achievable date - likely early to mid November
Jakarta EE 9 Full Release Marketing Plan Sheet (7 mins) <ul style="list-style-type: none"> • JakartaOne Livestream Event Date-Marketing Committee to pick a date, • Options: <ul style="list-style-type: none"> ○ Event and release date on the same day: suggestion 17 Nov ○ Release latest first week of November and event on 17 November • Please review and start planning 	<ul style="list-style-type: none"> - Reviewed the marketing plan - Do a Coming Soon or Get ready - social promotion beforehand? <ul style="list-style-type: none"> - Build up to the release using the datasheet - Highlight those who have already started or made the change - Promote the influencer videos ahead of time - Use a celebration theme - cakes - Leverage Java Duke mascot to promote http://openjdk.java.net/projects/duke/ - Pick a date before US Thanksgiving holiday (recommendation) <ul style="list-style-type: none"> - December 8 for the JakartaOne Livestream <ul style="list-style-type: none"> - Enables downtime and prep time for speakers - Precedent set with Java EE 6 - Opportunity for promotion of release assets to

	drive interest in conference
<p>Community Project / repository (7 mins) (Cesar)</p> <ul style="list-style-type: none"> • Waiting for feedback from the Marketing Committee for the email thread “Please open Jakarta EE Collateral for public review” since June 29th. 	<ul style="list-style-type: none"> - Feedback provided to Wayne and awaiting a reply - Eclipse Project framework not needed <ul style="list-style-type: none"> - Would require additional development process overhead - Requirements <ul style="list-style-type: none"> - Track issues - Recognize the work of committers in non-coding work - Need collateral repository to track issue <ul style="list-style-type: none"> - Committers and contributors to the repository - Need just an Eclipse Foundation account - Omits the Project aspects
<ul style="list-style-type: none"> • Jakarta EE Community Folder (5 mins) <ul style="list-style-type: none"> ○ Marketing Committee members to help manage the folders-need volunteers 	<ul style="list-style-type: none"> - Need help with management on the folder from committee members - Members can validate and give access to the folder for contributors - Cesar volunteered, others please reach out to Shabnam and Tanja
<p>Updates on Jakarta EE related user group in China (7 mins)</p> <ul style="list-style-type: none"> • User group logo is created • Jakarta EE Community China Website (e.g. Jakarta EE Ambassadors website) • Jakarta EE website in Chinese-MKT CMTE to provide feedback on: <ul style="list-style-type: none"> ○ Create a translation of the existing Jakarta EE (Deployed on a server in China, translate static info and link to dynamic info on jakarta.ee) ○ Build a similar website in Chinese on a server in China (building from scratch, translate static info and link to dynamic info on jakarta.ee) ○ Discuss who the engagement team is and what is needed / desired from the committee and representatives 	<ul style="list-style-type: none"> - Recommendations from Eclipse team <ul style="list-style-type: none"> - Jakarta EE website should be multilingual (localized) - Requirements in addition for each region has landing page with combination of content/pages - Additional page for location specific links/content - Benefit - consistency and single source of content - Alternative is replicated site as previously discussed - Needs technical discussion with Eric - Eric already has coded against the current architecture <ul style="list-style-type: none"> - Potential concern with speed of access - Could look at a content distribution system if speed is an issue. - Would like insight into social channels in China that are being considered and used - Any translation of specs should involve discussion with Spec Committee
<p>“Jakarta EE” vs “Eclipse Jakarta EE” branding (5 mins) (Jon)BRAND USAGE HANDBOOK</p>	<ul style="list-style-type: none"> • Get some guidance from the Eclipse Foundation around the registered marks and correct usage • Look to document this in the branding guidelines • Follow the correct usage defined in the branding guidelines going forward • Potentially update branding guidelines for general usage of the term

	<ul style="list-style-type: none"> ● Create an infographic to explain the usage ● It was recommended to review https://jakarta.ee/legal/trademark_guidelines/ in addition to branding guidelines ● https://jakarta.ee/legal/trademark_guidelines/jakarta-ee-branding-guidelines.pdf
<p>Event Planning (10 mins)</p> <ul style="list-style-type: none"> ● 2020 JakartaOne Livestream Events Doc <ul style="list-style-type: none"> ○ Marketing Committee members feedback on the doc? ● JakartaOne Livestream <ul style="list-style-type: none"> ○ Date change ○ Invite your teams submit a paper to Jakarta EE 2020 event <ul style="list-style-type: none"> ● Social kit for members to promote-please start promoting ● CPF is open. Members to promote on their channels ● JakartaOne Livestream-Turkey 7 Nov ● JakartaOne Livestream China <ul style="list-style-type: none"> ○ Date? ● J4K conference-13 and 14 Oct <ul style="list-style-type: none"> ○ Virtual Community Booth for members to sign up ● KubeCon NA 17-20 November 	<p>Did not cover during call.</p>
<p>Engage with tooling vendors to get their tooling support for Jakarta EE (5 mins) (Cesar/Jon)</p> <ul style="list-style-type: none"> ● David's proposal- Marketing Committee to review and brainstorm ideas of the next call ● Tools vendor tracking sheet 	<p>Did not cover during call.</p>
<p>Crowdcast as a platform (4 mins)</p> <ul style="list-style-type: none"> ○ Stats 	
	<ul style="list-style-type: none"> ●