

Jakarta EE Marketing Committee Meeting - August 20, 2020

<p>Attendees: Cesar Hernandez (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: - 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)	- 4 specs on ballot; no new specs at that point (30+ total specs)
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, • Suggestion based on Kevin's input <ul style="list-style-type: none"> ○ Jakarta EE 9 Release date-Tuesday 3 November and JakartaOne Livestream 10 November ○ Silent release on 3 November and external release announcement on 10 Nov-12 during JakartaOne Livestream ○ Note: Devovx BE was usually on the same week • Please review and start planning 	<ul style="list-style-type: none"> - Concerned about the timing still for the release (Ed); don't want to have to move it again. No bottom-up assessment at this point. - Date might be a forcing function (Dan) - Can we wait another few weeks for a "final" date? - Have not communicated to the submitters of papers what the date is or about the delay. The Marketing Committee needs 8 weeks. Give indication that looking at November date. <ul style="list-style-type: none"> - Might have to back-fill some previously accepted speakers - Need to determine the content focus - aligned with release due to Steering committee request - Need to know the date by September 11th; won't happen if later than this. - Kubecon/CNCF NA is Nov 17-20 - don't want compete - Conflicts on pretty much any date we pick. - Fall back - December 8th proposal - discuss Tuesday -

[Community Project / repository \(7 mins\)](#)

(Cesar)

- Marketing Committee to decide on Jakarta EE Collateral Project vs Jakarta EE Collateral Repository

<https://docs.google.com/document/d/1IL3EfYVp35zOZWpAiwlgJYKJ6yN-Eo10oT6ig4WQHdY/edit?usp=sharing>

From Tanja:

Jakarta EE Collateral Project vs Jakarta EE Collateral Repository

The objective of formalizing the space for non-code, non-technical work is to enable:

1. *Tracking and monitoring the work needed to be done*
2. *Recognizing the work and efforts put in the non-technical work*

Jakarta EE Collateral Project

- *The project is defined by Eclipse Foundation and needs to follow EDP*
 - *This may be huge overhead, for what we need*
- *The Eclipse Intellectual Property Policy applies. All contributions must be tracked and licensed under the project license.*
- *Definitions of contributor / committer are as defined by Eclipse Foundation*
- *No formal relationship between the marketing committee and project team.*
 - *Like every other Eclipse open source project (specification projects notwithstanding), committer status is granted following a demonstration of merit and an election. Standing in the marketing committee is irrelevant.*
- *All project artifacts must be represented in Git (GitHub)*
- *Tracking and monitoring of the work will be done GitHub*
- *Must get specification committee approval to use “Jakarta” as a brand name prefix (the general rule, as was decided by the specification committee, is that only specification projects start with “Jakarta”)*

Jakarta EE Collateral Repository

- *Tracking and monitoring of the work will be done in GitHub*
- *Definitions of contributor / committer are as defined by by GitHub (not Eclipse Foundation)*

	<ul style="list-style-type: none"> ● <i>Collateral artifacts are not explicitly managed by Eclipse Foundation and they need to be managed by members of the Jakarta EE Marketing Committee</i> ● <i>Because of the above point the Eclipse Intellectual Property Policy does not apply.</i> <p>Notes:</p> <ul style="list-style-type: none"> - Recommendation from Tanja - start with repository and introduce project if necessary - How would the trademark usage be managed? <ul style="list-style-type: none"> - Material will be managed by the marketing committee so reviewed by the committee - Community folder - managed and access restricted by marketing committee - Contributor/Committer - of Github so no need to have Eclipse Contributor Agreement, just an Eclipse account. Eclipse Foundation or Jakarta EE Working Group <ul style="list-style-type: none"> - Initial committers will manage promotion of contributors to committers - Committee responsible for approving community generated documents. - Falls into the "Free" requirements of Github (Tanja to check).
<ul style="list-style-type: none"> ● Jakarta EE Community Folder (1 mins) <ul style="list-style-type: none"> ○ Marketing Committee members to help manage the folders-suggesting Cesar, Dominika, Melissa, Neil, John Clingan 	<ul style="list-style-type: none"> - Volunteers to manage and validate access <ul style="list-style-type: none"> - See list of members with ability to grant access - Need checklist on what to look for and standard process <ul style="list-style-type: none"> - Include in the repository - Template for issue - Formats: <ul style="list-style-type: none"> - Tutorial - Interviews - Blog post - Ebooks - Video material - Hackathons - Workshops - Translation - Podcast - Design material
<p>Updates on Jakarta EE related user group in China (7 mins)</p> <ul style="list-style-type: none"> ● Jakarta EE Community China Website (e.g. Jakarta EE Ambassadors website) ● Discussions on 18 August meeting: <ul style="list-style-type: none"> # Is there a mailing list? <p>Not yet, Eric believes mailing list are not much used in China. At this point Eric uses individual emails fro communication. Conclusion is we should create a mailing list and subscribe all that signed up so far to be</p> 	<ul style="list-style-type: none"> ● Did not cover during the call

part of Jakarta EE Community China.

Eric's actions:

1. please research possibilities for creating a mailing list in China
 2. send an email to the community and cc jakarta.ee-marketing-committee@eclipse.org in there are some suggestions (Eric will send out in both languages)
- communication only via GitHub, <https://github.com/jakartaeechina>
 - can we use WeChat group for communication?

Eric will educate us on WeChat, download link, creating an account, joining ...

Not yet, still something to confirm. as for the official account on **WeChat & Weibo needs an organization to do the registration**, or as a person to do that. I am still not sure if register those accounts as Primeton or me myself is OK.

This needs input from **Eclipse Foundation** and **Jakarta EE MKT cmte**. Who should own the account, considering Jakarta EE Community China is not a legal entity, which seems to be requirement? Primeton? Eric?

Is there any additional social outreach material that we should be following? (Maybe affiliated web-sites?)

I'm afraid not, and I planned to merge all the sites on a simple jakartachina.com site, so that everyone could see all the content at one place, and we can concentrating on promoting only one site address.

This question also answers topic # 2 from the Agenda. Not a separate website, but rather a dedicated page off of Chinese version/translation of jakarta.ee.

have multi-language support of the jakarta.ee website and add additional Chinese specific pages (maybe something like jakarta.ee/china_specific) including page dedicated to Jakarta EE Community China (maybe something like jakarta.ee/community_china).

We could have a starting point page (landing page) different - maybe jakarta.ee/china

Event Planning (10 mins)

- Livestream Turkey - need confirmation about approval to organize

<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 extended until 15 Sep. 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 ● Huawei Connect in China-volunteers to staff and manage the booth- 23-26 Sep 	<ul style="list-style-type: none"> - Given proposed date (Nov 7) would not want to overtax infrastructure team if main Livestream occurs the week after - Don't want to dilute current events already planned. - Discuss pushing the dates to Q1 <ul style="list-style-type: none"> - Would like to do an analysis of the regions we should focus on and then plan appropriately <ul style="list-style-type: none"> - Add to planning for 2021 marketing
<p>Engage with tooling vendors to get their tooling support for Jakarta EE (8 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 	<ul style="list-style-type: none"> ● Did not cover during the call
<p>"Jakarta EE" vs "Eclipse Jakarta EE" branding (5 mins) (Jon)BRAND USAGE HANDBOOK</p>	<ul style="list-style-type: none"> ● Did not cover during the call ● 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>Parking lot items:</p>	<p>Jakarta EE Wikipedia page</p> <ul style="list-style-type: none"> ● Marketing committee to help with updating content <p>Revamping the compatible products page-requested by the Specification Committee</p> <ul style="list-style-type: none"> ● Present multiple products versions ● Present historical certification request of compatible products <p>Devnexus 2021-sponsoring virtual event on 19 Feb</p>

