

Jakarta EE Marketing Committee Meeting - December 10, 2020

<p>Attendees: Cesar Hernandez (Tomitribe) Neil Patterson (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Dan Bandera (IBM) Jonathan Gallimore (Tomitribe) John Clingan (Red Hat) Ryan St James (Tomitribe)</p>	<p>Eclipse Foundation: Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation)</p>
--	--

Agenda	Minutes
General discussion (2mins)	Recommend we cancel next week's call and pick up in January.
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (0.02 mins) (Neil)	No meeting due to JakartaOne Livestream.
Jakarta EE 9 Final Release & JakartaOne Livestream (5 mins) . General <ul style="list-style-type: none"> • Wrap up and next steps • Retrospective 	<ul style="list-style-type: none"> - Generally good attendance it seemed (1008+ registered; 560 live attendance) <ul style="list-style-type: none"> - 100+ in many and 150+ in most. - Videos uploaded to youtube channel - Some good conversation in chat; people willing to interact - Seemed like people stayed engaged longer - A lot of new people engaged <ul style="list-style-type: none"> - Would be great to see the average age of attendees; growing the community? - May need to brainstorm on ways to reach young developers. - Timing seemed right for the event - Perhaps a missed opportunity to highlight the tools vendors <ul style="list-style-type: none"> - Amend blog post(s) or separate recognition - Build a drumbeat in social around the release and namespace
Draft of 2021 Jakarta EE Marketing Plan-high	- Discussion on budget

<p>level (20 mins)</p> <p>Proposed 2021 Jakarta EE Program Plan - Reference document - link</p> <ul style="list-style-type: none"> - Timing for content planning call (Jan) - Continue review of budget - Looking for approval of budget breakdown 	<ul style="list-style-type: none"> - Giveaways <ul style="list-style-type: none"> - Look at alternatives like gift cards or charity donations; eBook or subscriptions? - Need to build a priority list of when and where we use giveaways. <ul style="list-style-type: none"> - Rewarding a contributor vs booth attendee - Jakarta branded store? - Budget buckets represent services we are using/providing <ul style="list-style-type: none"> - Standing item on agenda to assess budget activity - Motion: Budget allocation as presented - approved (with proviso that we can reallocate should circumstances change during the year)
<p>Collateral Repository (5 minutes)</p> <ul style="list-style-type: none"> - need to start exercising review and approval process as Marketing Committee not external people. - Need owner of this task to present the content list each week for review and manage repo. 	<ul style="list-style-type: none"> - Need to also consider all the work needed to do the reviews - branding review - Proposal for separate call (twice monthly) to manage the reviews. <ul style="list-style-type: none"> - At least for the beginning of the year. (Neil to set up Monday calls every other week starting in January) - Need to also finish guidelines (images) -
<p>Progress Report (2 minutes)</p> <ul style="list-style-type: none"> - Members to update their progress against the specified topic areas. 	
<ul style="list-style-type: none"> ● Jakarta EE Wikipedia page (5 minutes) <ul style="list-style-type: none"> ● Marketing committee to review and help with updating the content doc ● Schedule a working session 	
<p>Roadmap for Jakarta EE (Ed) (10 mins)</p> <ul style="list-style-type: none"> ● 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? 	<p>Review ideas around Brand Awareness from 2021 Marketing Plan</p> <p>Aim for Jakarta EE 9.1 release timeframe.</p> <p>Discuss Jakarta EE as a platform for innovation</p> <ul style="list-style-type: none"> - Is this that Jakarta EE provides for innovation in the specs developed or as a platform for end users to innovate with? <ul style="list-style-type: none"> - Should be considered for both - Jakarta EE is still widely considered as a stable platform not necessarily for innovation - Do we promote it as a platform for stability or evolution? - Relation to MicroProfile as innovation onramp? - *** Jakarta EE is a stable platform for End-User Innovation ***

Livestream Events	<ul style="list-style-type: none">- Oracle - initiate in 1Q Russian Livestream event- Keni to confirm Japanese event- Eric to confirm Chinese event- Others to follow (Turkey, Spanish, Portugese)
SEO Research - initial results 5 min (Karen)	<ul style="list-style-type: none">- Karen will provide a report by email and we will pick up discussion in January.