Jakarta EE Marketing Committee Meeting - Sep 17, 2020

Attendees:	Eclipse Foundation:
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)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation)

Agenda	Minutes
General discussion	-
Approval of the previous mtg minutes **(5 mins)**	Approved
Reporting to/from Steering Committee **(7mins) (Neil)**	Jakarta EE 9 release - 7 specs are done (up from 3 last week) - 5 specs are in ballot (2 moved into ballot last week) - 8 specs are close (2 moved into "close" state last week) - 15 are not close yet - 3 Specs do not have PRs yet - mentors are pursuing Tooling - Need to help identifying contacts and moving discussions forward - try to align as many as possible with Dec. 8th Operations Update - Review Q3 actual vs. plan: - [2020 Jakarta EE Program Plan - by quarter](#)

Updates on Jakarta EE related user group in China **(5 mins)**
-If you have Chinese speaking colleagues, can you please review the issue below and provide input if any by the end of this week? The plan is to merge the changes in production and have it live next week.
	- Tanja - shared an email on the progress
	  - Members asked to review the progress and comment (see github issue)
	  - Event next week to showcase the work that has been done
	- Eric to provide an update and show the progress
	- Jakarta EE Community China -
	  - Separate section or page for specifics of the Community.

https://github.com/jakartaee/jakarta.ee/issues/866	Only available off Chinese site. Similar to Jakarta EE Ambassador's page

Collateral repository **(7 mins) (Cesar)**
● https://github.com/jakartaee/collateral
● Updates
PR submission template doc-owner?
The Jakarta EE youtube channel guidelines for review/feedback
Timeline,
Copyright and Distribution Disclaimers document Requirements Checklist
Volunteer to create a "How to contribute" video
● Community folder
● **Moving issues related to Marketing from jakarta.ee and JakartaOne repos to Collateral repo:**
    ○ https://github.com/jakartaee/jakartaone.org/issues/created_by/aeiras
    ○ https://github.com/jakartaee/jakarta.ee/issues/created_by/aeiras
	● There is an email thread that summarises the current status of the repository that now it's active and We still have a lot of work ahead in terms of guidelines definitions.
	
	- Need to get repository and permissions set up for contributors and committers to support the workflow
	- Look at promoting the new repository and process when ready
	
	Youtube Channel Guidelines
	- Committee members to review and provide feedback by EOD (Friday, September 18).
	
	Separate working call for graphics/image guidelines next week
	
	Collateral related github issues misplaced in JakartaOne repo will be moved by the web development team.
	
	Request for enabling Github LFS was made via github Issue and Marketing Committee mailing list thread and we are waiting for Eclipse Foundation Infrastructure reply

Jakarta EE 9 Final Release Marketing Plan Sheet **(5 mins)** ● Please review and start planning ● Updates on MKT initiatives (SEO and ad campaigns and sponsored research)	Jakarta EE 9 release support - Please work on your blog posts and supporting quotes for the release - Continue to promote the CFP (open until end of September) Marketing initiatives - Working with firm to assess current rankings and SEO content on site pages - Firm to take a month to deliver a strategy related to SEO

Revamping the compatible products page-requested by the Specification Committee (EF) **(5 mins)**
● Discussed and approved on the previous Marketing Committee call:
    ○ Present multiple products versions (up to 3 versions)
    ○ Vendor logo will link to compatible products homepage or products'
	● Request to drop any comments on the github issue: https://github.com/jakartaee/jakarta.ee/pull/872
	● Update request approved for merging
	● Need compatible product vendors to add the compatibility logo on the page for the TCK results associated with the downloadable software version that is compatible.

download page (up to the vendor) ○ Vendors should create a TCK results page (e.g. https://www.fujitsu.com/jp/products/software/middleware/business-middleware/middleware/applatform/jakartaee-report/eap100-ee8full-tck-results/ and https://openliberty.io/certifications/jakartaee/platform/8/TCKResults.html) for the products versions being featured on the compatibility products page and display the compatibility logo on that page as the proof of use (requirement of the trademark registry) ● Current design: https://preview.uxpin.com/1c435579cd58af14d81d3fc320510b7bbea66a14#/pages/132121602 ● Phase 2 design added here to revisit Oct 13: https://github.com/jakartaee/jakarta.ee/issues/878 ● Is the PR for phase 1 ready to merge? https://github.com/jakartaee/jakarta.ee/pull/872 ● https://deploy-preview-872--jakartaee.netlify.app/compatibility/	

Event Planning **(6 mins)**
● **Public Steering Committee meeting with current members and those interested to potentially join the WG on 6 Oct-need to promote**
● **J4K conference-13 and 14 Oct**
   ○ Virtual Community Booth for members to sign up
   ○ Dedicating one of the booth sessions on Tuesday to host a public steering committee call.
   ○ MKT Committee to suggest topics and volunteers to participate the update call at J4K
● **JakartaOne Livestream-Turkey 7 Nov?**
● **JakartaOne Livestream**
   ○ **Date change**
	Did not cover

○ Invite your teams [submit a paper to Jakarta EE 20](#)20 event ● **[Social kit for members to promot](#)e**-please start promoting ● CPF is extended until 15 Sep. Members to promote on their channels ● **JakartaOne Livestream China** ○ **Date?**	
Roadmap for Jakarta EE **(Ed) (10 mins)** ● -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.	Did not cover
Engage with tooling vendors to get their tooling support for Jakarta EE **(8 mins) (Cesar/Jon)** ● David's [proposal](#)- Marketing Committee to review and brainstorm ideas of the next call ● Tools vendor [tracking sheet](#)	
"Jakarta EE" vs "Eclipse Jakarta EE" branding **(5 mins)** (Jon)[BRAND USAGE HANDBOOK](#) ● 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 ● If the marketing committee identifies gaps in the guidelines, MKT	

members can start a document to collaborate on and suggest changes to be made to the doc	
Website Announcements section proposal https://github.com/jakartaee/jakarta.ee/issues/880	● The Github issue already has some comments from the technical point of view but Mkt Cmett feedback is also encourage. - Cesar took us through the possibilities based on the github issue approach. - Members to provide input via the github issue

Parking lot items:	- Jakarta EE Wikipedia page
	  ● Marketing committee to help with updating content
	- Attracting new committers and contributors
	  ● Brainstorming doc
	  ● Marketing Committee to review and help with "How to Contribute" page
	- Devnexus 2021-sponsoring virtual event on 19 Feb