Jakarta EE Marketing Committee Meeting - Sep 3, 2020

Attendees:	Eclipse Foundation:
Cesar Hernandez (Tomitribe)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
Ed Bratt (Oracle)	Thabang Mashologu (Eclipse Foundation)
Melissa Jacobus (Oracle)	Christie Witt (Eclipse Foundation)
Dominika Tasarz (Payara)	
Eric Meng (Primeton)	
Dan Bandera (IBM)	
Jonathan Gallimore (Tomitribe)	
John Clingan (Red Hat)	
Ryan St James (Tomitribe)	

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 **(7mins) (Neil)**	- Reviewed status of specs in queue for balloting. 3 were complete while 4 are in ballot and 10 are close to ballot ready. - Requested a delay to September 8th for a decision on the release date. - Reviewed Q3 objectives (see link) Q3 objectives
Jakarta EE 9 Full Release Marketing Plan Sheet **(5 mins)** ● Please review and start planning ● Updates on Technical WP ○ For high-level discussions and overall input: Ivar Grimstad., David Blevins., Arjan Tijms and, Adam Bien have been contacted on 31 August for interviews next week.	- reviewed updates on technical whitepaper
Revamping the compatible products page-requested by the Specification Committee (EF) **(10 mins)**	- Need to go through the full process before creating the Github issue to get listed compatible product - Christie reviewed updated design

• Present multiple products versions
• Present historical certification request of compatible products
• Current design: https://preview.uxpin.com/1c435579 cd58af14d81d3fc320510b7bbea66a 14#/pages/132121602
	- Logo would be linked to either product page or download page
	    - Versions link would be to TCK results
	    - New button - Compatibility Requests - link to Github issues
	- For products having more than 3 compatible versions, use "see more"
	- Vendor's need to show trademark logo on TCK results page
	    - Have the TCK results page include a link to the download page
	- Concern that with new releases of Jakarta EE 9, there will be a very sparse list of compatible products for a period of time (Ed)
	    - Looked at previous proposal with tabs per release that had been
	    - Christie to mock up a combined approach for a phase 2 look and feel - mid-October.

Roadmap for Jakarta EE (Ed) (5 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.
	- Need to have a visible roadmap that is visually appealing (similar to Spring roadmap)
	- Design from marketing committee while content comes through other committees
	- Can we commit to a roadmap?
	- Future releases format
	    - Content vs time based
	    - Would need format to accommodate either/or both of content vs time
	- Don't need to limit to roadmap
	- Expand to cover "Why Jakarta EE" from just a roadmap
	- **Marketing committee - can cover a "Why Jakarta EE" messaging/topic page - positioning value proposition in a consumable manner**
	- Technical whitepaper will have some aspects of this topic covered
	- Align this with the web design budget reallocation
	- Ed Bratt took the action item to start the doc

Event Planning (10 mins)
• **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 for discussion
• **JakartaOne Livestream-Turkey 7 Nov?**
• **JakartaOne Livestream**
    ○ **Date change**
    ○ Invite your teams submit a paper to Jakarta EE 2020 event
    • **Social kit for members to**
	- Please sign up SMEs for booth duty at J4K.io
	
	- Turkey - regroup and discuss alternate dates (recommended 4 month lead time)
	    - Eclipse team cleaning up process for repeatability
	    -

promote-please start promoting ● CPF is extended until 15 Sep. Members to promote on their channels ● **JakartaOne Livestream China** ○ **Date?**	
Updates on Jakarta EE related user group in China **(5 mins)**	
Collateral repository **(5 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	Deferred to next week
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	Deferred to next week
"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	

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