

## Jakarta EE Marketing Committee Meeting- April 26, 2018

### Attendance:

1. Thabang Mashologu (Eclipse Foundation)
2. Mike Milinkovich (Eclipse Foundation)
3. Stephanie Swart (Eclipse Foundation)
4. Amy Krofssik (IBM)
5. Amelia Eiras (Tomitribe)
6. Edward Bratt (Oracle)
7. Jadon Ortlepp (Payara)
8. Cesar Saavedra (Red Hat)
9. David Delabasse (Oracle)
10. Debbie Hoffman (Payara)
11. Kenji Kazumura (Fujitsu)
12. Mike DeNicola (Fujitsu)
13. Will Lyons (Oracle)

### Agenda Topics

- 1. Review of minutes from April 19, 2018
- 2. Review of launch - feedback, press coverage, etc
- 3. JakartaOne discussion, especially with announcement by Oracle re. Java One
- 4. Developing Marketing Plan
- 5. Steering Committee Guidance on jakarta.ee web site (time permitting we will cover on the call)

The steering committee has decided they would like the marketing committee to manage the day-to-day activities/decisions with the website:

Two initial asks

A messaging Plan

Rolling 2 quarter marketing plan

### JAX Comments

- Very busy, very positive
- Everyone liked the story
- Eclipse Foundation had massive crowds at the booth
- Mike Milinkovich's talk was very well received, lots of engaging questions

### 1st Agenda Item-Meeting minutes from last week

- Community call- need to decide when this will be (send a doodle poll to choose a time)
- Doodle pool for calendar to invite the Jakarta EE Committee. Who owns this? What the ETA for 1st call?
- Always have structured agenda sent out 73 days prior to the call
  - Goal: open this up to the community, anyone can attend, do this call once a month, invite the other 2 committees (at least 2 members to update on what's what?)
  - Need to have structure in place, the nature of the call. As well, we need to have a collaborative message to get people to attend
  - Potential Agenda topics:

- Reinforce topline messaging, how to engage with the working group and marketing committee, update them on events happening, update from PMC (something specific)
- Create standards and awareness on how to reach out, simple and predictable, and via open channels. Educate, inspire to speak up.

## 2nd Agenda Item- Review of launch - feedback, press coverage, etc

- Eclipse Foundation-metrics of success and early indicators
  - Press coverage
    - 17-18 articles that were published on the day (good to great range)
      - Repackaged news people already knew
    - Survey was a huge difference maker. It was a good carrot for the repeat of news with great insights- Amy K
      - Survey was right on message
  - Podcasts
  - Member Blogs
    - The unity of message reinforced announce – strong vendor participation
    - Only beginning! Content from community to drive traffic – extending content beyond the launch (Future discussion point)

## Social Media Stats

- Question-should we add the press articles from other spaces to the Jakarta EE website?
  - Definitely an opportunity for us to have a history thread of past Jakarta EE articles
- Traffic Stats
  - 7250 new users
  - 15.8% traffic from states
  - 14.8% traffic from japan
  - Pageviews: 15,207
- Tweets
  - A lot of interest around the survey and new Jakarta EE Logo
  - 2K + new followers in April

## 3rd Agenda Item-CodeOne

- JavaOne to CodeOne- many of the members are deeply engaged in CodeOne as it is very inclusive
- Mike and Will on the topic
  - Mike- JakartaOne, we do not want to position it was the new JavaOne. Take the highroad and give the community of Jakarta EE a gathering place. Engage with Java Champions to bring people to the conference. Started trademark process. Where is the right place to host the conference and when is it a good time? Putting a new conference together is risky, we need to get significant sponsor support (worked out ahead of time). Not ready to make a public announcement but this marketing committee is a good place to start. If we don't have sponsor support, we can't do it. We need to believe the sponsors and community will show up. Focus on cloud native Java, making Java devs effective in the cloud, Eclipse MicroProfile, Jakarta EE, Docker, Kubernetes. Gathering risks
- Top Actions around Jakarta One
  - 1. Need a program committee to define a scope (Discuss next week)
  - 2. Inner poll for planning purposes with our ecosystem (Jakarta EE team(s))
  - 3. Public poll – ask community for input (see below) via surveys

Does the community want this? [Detail]

- How do we leverage the community call to pose this question?
- Two step process:
  - Inner poll via doodle
    - For planning purposes, what is our target number of attendees? Where? Other scoping dynamics - solve for FIRST ... then a
  - Public poll via twitter (other engagement) handles to garner feedback.
  -

Lead next week with the following topics:

- Developing Marketing Plan
- Steering Committee Guidance on jakarta.ee web site (time permitting we will cover on the call)
  - The marketing committee will have responsibility over routine Jakarta EE website updates.
  - If there are any significant new multi-week projects/initiatives or programs, the Steering Committee requests updates on these activities. Silent response implies approval.

The following are requested of the marketing committee

- A messaging document
- A rolling two quarter marketing plan
- New Working Group members - Acmite, Microsoft, Vaadin, Genuitec, IncQuery Labs, Useopen Middleware, DocDoku, SAP. WELCOME!!
- We encourage the marketing committee to consider how to leverage this participation and engage new members and the community.
- Paul mentioned that we should be scheduling calls on the technology. Should be considered by the marketing committee. May be run by PMC, SC, Spec committee, etc.