

Jakarta EE Marketing Committee Meeting - May 14, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(8 mins)** (Neil)
- Event Planning **(10 mins)**
 - Recap of JakartaOne Livestream CN4J on 12 May
 - Registration [opened](#) on 9 April
 - KubeCon EU 2020
 - Requested for refund- CNCF is requesting us to review their updated prospectus
 - CN4J Day-sponsor in Boston in November
 - JakartaOne Livestream- Brazil (targeting) 29 August
 - Meeting [minutes](#)
 - Please reach out to representatives to work on the development of the livestream Brazil
 - Devovx France 2020 cancelled
 - Requested refund (90% will be refunded)
 - Devovx UK 2020 cancelled
- Community repository **(Tanja) (10 mins)**
 - What are the objectives / requirements?
 - Issue tracker
 - And the ability for non-coders to be contributors / committers
 - Swag folder
 - Contributor/committer is not limited to “coders”
 - Do we need a dedicated project/repository?
 - Approach might be to submit project proposal for (Jakarta EE Community Material/Collateral Project)
- Jakarta EE Developer Survey **(10 mins)**
 - 2180 respondents this year vs 1772 in 2019
 - Gating the survey?
 - [Timeline](#)
 - Supporting quotes from members to include in the press release ([example](#))
- Engage with tooling vendors to get their tooling support for Jakarta EE **(10 mins)**
 - Promote the existing tooling vendors who are supporting Jakarta EE
- SEO best practice [document](#) **(5 mins)**
 - Please review and start implementing
 - Tracking the progress of members' performance-[quarterly updates](#)
- Eclipse Foundation [transition to Europe](#) **(2mins)**
- Parking Lot for the next meeting:
 - Jakarta EE Tech talks
 - We need new speakers

Attendees:

Ed Bratt (Oracle)

Dan Bandera (IBM)
Jonathan Gallimore (Tomitribe)
Melissa Jacobus (Oracle)
Neil Patterson (IBM)
Cesar Hernandez (Tomitribe)
Dominika Tasarz (Payara)
Eric Meng (Primeton)

Eclipse Foundation:

Shabnam Mayel (Eclipse)

Discussion:

- Minutes from April 30, 2020 -- Minutes were approved without objection.
- Steering Committee Update -- Neil provided the update
 - Status of the Jakarta EE 9 was discussed, milestone release will be in June, TCk release and encouraging tooling vendors to work with so for fall release everything is in good shape-end of June deadline is good for that milestone
 - Work on Eclipse glassfish is moving forward, Jakarta EE 9 APIs has been integrated. Glassfish distribution starts.
 - Engaging tooling vendors, the marketing committee has been asked to come up with ways to support JakartaEE 9 and promote that to identify potential clients for the vendors to make the potential changes. Tomcat will be changing to Jakarta EE 9 which will help with vendor migration. Tooling vendors will take actions if their clients ask for Jakarta tool
 - More clarification around beyond Jakarta EE 9 and have it ready before launch of Jakarta EE 9 for the Marketing committee to promote for the release.
- Events
 - CN4J Livestream (Shabnam)
 - Over 500 registrations; 300+ live; 200+ replay
 - Worldwide audience
 - Solid social uptake
 - Recordings are still available and will be moved to Youtube (this week)
 - Approach to training and sessions was well received.
 - Slideshare for presentations.
 - MKT committee is pleased with the results
 - JakartaOne Livestream - Brazil
 - Discussed separate social channel for JakartaOne or Brazil specifically
 - Will be reviewed by Eclipse team and recommendation made
- Community Repository (Tanja)
 - (see agenda)
 - Need to be clear about the main objectives before creating a repo
 - Issue tracker
 - Enable non-coders to contribute
 - Barriers to non-coder usage of Github?

- Templates and clear instructions needed. And indicate rules and requirements such as adhering to Jakarta EE trademark guidelines
- Need a Github account.
- Need to maintain a Community Google Drive - pointer from Github issues
- Cesar will build out a project proposal for the marketing committee review before creating the repo for approval and then we will put it into practice to see how it works out.
- Developer Survey (Shabnam)
 - Solid results
 - Registrations needed?
 - Neil recommend to gate the survey and offers value
 - Ed - recommend that we don't put it behind registration
 - Dominika - agreed.
 - Perhaps look at gating after results have been freely available for 3-6 months