Jakarta EE Marketing Committee Meeting - June 25, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(7 mins) (Neil)**
- Jakarta EE 9 Milestone Release Marketing Plan [Timeline Sheet](#) **(10 mins) (Shabnam)**
  - [Recap](#) of Jakarta EE 9 Milestone Release and virtual event
- Event Planning **(5 mins)**
  - **2020 JakartaOne Livestream Events [Doc](#)**
    - Marketing Committee members feedback on the doc?
  - **Jakarta EE 9 Milestone Release Party**
    - [Registration opened](#) on June 16
    - [Social Kit](#) to promote milestone release and release party
  - **JakartaOne Livestream-September?**
  - JakartaOne Livestream Español- October 12
  - [EclipseCon 2020 - Community Day](#)
- Engage with tooling vendors to get their tooling support for Jakarta EE **(10 mins)**
  - Updates on Jakarta EE 9 Datasheet [draft](#)
  - Updates from Ryan?
- Jakarta EE Developer Survey **(5 mins) (Shabnam)**
  - [Survey report landing page](#)-results are available in [Marketing Committee drive](#) and were also emailed to respondents and members on Tuesday at 9 a.m. ET
  - [Social kit](#) for members to promote
- New Jakarta EE Community newsroom **(5 mins) (Shabnam)**
- Jakarta EE Community Call date changed to July 15 **(5 mins)**
  - Due to EF Summer All Hands and Training from July 8-10
- Discuss the next Marketing Committee meeting date **(3 mins)**
  - Suggestion: change to July 16
- Jakarta EE Community (External) Drive **(2 mins) (Tanja)**
- GlassFish Twitter handle **(2 mins)**
- Parking Lot for the next meeting:
  - Updates on Jakarta EE related user group in China
  - Crowcast as a platform
  - [Community Project / repository](#) updates?
    - https://projects.eclipse.org/proposals/jakarta-ee-collateral
    - Add requirements in the repo: All materials shared and collaborated on in the community repo should adhere to the Jakarta EE [Trademark Guidelines](#), [Jakarta EE Brand Usage Handbook](#), and Copyright and Distribution Notices for Eclipse Document

Attendees:
Ed Bratt (Oracle)
Jonathan Gallimore (Tomitribe)
Neil Patterson (IBM)
Dan Bandera (IBM)

Cesar Hernandez (Tomitribe)
Dominika Tasarz (Payara)
Eric Meng (Primeton)
John Clingan (Red Hat)
Ryan James (Tomitribe)

Eclipse Foundation:
Shabnam Mayel (Eclipse)
Tanja Obradovic (Eclipse)

Discussion:

- Approval of minutes from the 18th of June - approved without objection
- Reporting from the steering committee (Tanja)
    - Successful milestone release party
    - Discussed Jakarta EE Livestream - Spanish Edition
    - July 15 - Jakarta EE update call
    - Discussed Jakarta EE 9 release and dates - agreed on the September 16th
    - JakartaOne Brazil still running CFP
- Jakarta EE 9 Milestone Release Marketing Plan [Timeline Sheet](#) (Shabnam)
    - Event Planning - completed all activities that were planned for the announcement day, social media is still ongoing. 10 press interviews, 3 already published, other ones coming soon.
    - Shabnam asked for feedback on the process and communication of the Marketing Committee in regards to planning and tracking the marketing activities for the milestone release and whether we need to refine the process for the GA release marketing planning? Marketing committee members mentioned they are happy with the process and the timeline sheet is very useful to track the deadlines and activities. Ed Brat acknowledged the efforts by Tanja and Shabnam and thanked them, followed by the rest of the committee.
    - Jakarta EE 9 Milestone Release - Announcement & Party (Shabnam)
        - Post-event survey shared with the attendees
        - 187 registered attendees and 117 attended live, 99 watched replay (so far)
        - Overview of the survey results & event promo social stats
        - Sent email to members and survey response stats
- 2020 JakartaOne Livestream Events [Doc](#)
    - Sep 16th is the planned date for the event
    - EclipseCon 2020 - virtual Community Day - members are encouraged to reach out to their teams to help organise or get involved - looking for ideas. [More here](#)
- Engage with tooling vendors to get their tooling support for Jakarta EE
    - Updates on Jakarta EE 9 Datasheet [draft](#)
    - Ryan currently working on the design
- Jakarta EE Developer Survey
    - Members to promote the survey results, the social kit is available
    - Results is available in the marketing committee drive for members' access
- New Jakarta EE Community newsroom

- ○ Current process of submitting news from the community is via email. Working on a new newsroom to make it easier to submit content. Currently in progress and should be launched soon. News to be related to the Jakarta EE community.
- Meeting dates changes - Jakarta EE Community Call date changed to July 15. The next Marketing Committee call will be moved to July 16 at 11 a.m. ET.
- Jakarta EE Community (External) Drive - currently we have a folder with content shared with the community. Now starting the transition from external folder to the new external drive to allow better sharing options with community members. The links will soon be switched.

- GlassFish Twitter handle - not much happening on the twitter profile, Eclipse needs help to get access to the GlassFish twitter handle - Ed Bratt and Shabnam will get it sorted.
- Recognize Eric's effort on growing Jakarta EE's presence in China. Currently in the process of forming the 'user group' in China which will officially sign Jakarta EE user Group trademark agreement - User group will be independent from a specific vendor, so whoever is initiating the user group should be able to sign the agreement.Need to consider regionally appropriate name (e.g. User Forum rather than User Group) to make it recognizable for the local community.