Jakarta EE Marketing Committee Meeting - Oct 8, 2020

Attendees:	Eclipse Foundation:
Cesar Hernandez (Tomitribe)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
Ed Bratt (Oracle)	Karen McNaughton (Eclipse Foundation)
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)	

Agenda	Minutes
General discussion	-
Approval of the previous mtg minutes **(5 mins)**	Approved
Reporting to/from Steering Committee **(7mins) (Neil)**	- For follow-on public community calls, we recommend lining up testimonials ahead of time. Perhaps run one every quarter
Jakarta EE 9 Final Release Marketing Plan Sheet **(15 mins)** ● Please review and start planning ● **Jakarta EE 9 Release page mockups and timeline -please review and vote** Note: developed a new secondary branding element which builds and complements the boat's (logo icon) dynamic angles, and that evokes a feeling of movement and swiftness. Both concepts use organic wave-like vector imagery to compliment the Jakarta EE brand. Concept #1: • The organic waves in the main banner could be animated to add a sense of motion.a EE brand. Concept #2: • The organic waves in the top banner can be animated which will add a dynamic "cool factor" and capture attention.	- Consider adding "Used by" section to the mockups - Need to refine the key features of the release so they are compelling and not conveying the wrong message. - Want this to be part of the localization effort. - Blue wins - Reviewed the timeline. Requested a milestone that allows for other pages (e.g. "Why Jakarta EE?") to incorporate this new design. Karen to work with Shabnam to determine an appropriate target.

● **Jakarta EE Ad strategy and timeline-Please review and if any, please provide feedback by Monday EOD ET.** ● Technical WP detailed outline in progress-interviews completed ● Jakarta EE Wikipedia page ● Marketing committee to review and help with updating the content doc ● **Members to complete the Progress Report to present for the Q3 Operations update**	

Revamping the compatible products page-requested by the Specification Committee (EF) **(5 mins)**
● Fujitsu Enterprise Application Platform as a Compatible Software Product for Jakarta EE-Sep 30
● Reached out to Tmax and Apusic Kingdee to inform them about the changes
● 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' 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
	- Neil to update PR with our approval.

merge? **https://github.com/jakartaee/jakarta.ee/pull/872** ● https://deploy-preview-872--jakartaee.netlify.app/compatibility/	
Roadmap for Jakarta EE **(Ed) (9 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. ● **Updates on value proposition doc-Ed?**	- Ed started doc and will review next week. - Would like to get this new page aligned with the new design similar to the Jakarta EE 9 release page and available for Dec. 8 release.
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 ● Creating a html page similar to the pdf ● Link to the datasheet	- Content Page: https://docs.google.com/document/d/1vG16JQ-0sk_amF2y1GE8K1B0ZwfMbpZCqriDoVwqZOs/edit?usp=sharing

Event Planning **(6 mins)**
● **JakartaOne Livestream-Dec 8**
  ○ Registration is open
  ○ CFP extended to Oct 1
  ○ Invite your teams submit a paper to Jakarta EE 2020 event
    ● **Social kit for members to promote**-please start promoting
● **Devnexus 2021-sponsoring virtual event on 19 Feb**
  ○ Sliver, gold and platinum sponsorship
● **KubeCon NA-17- 20 November-members to sign up for booth**
	J4K.io - Update call - looking for speakers to present on topics of interest

duty
● **Steering Committee meeting with current members and those interested to potentially join the WG on 6 Oct- need to promote**
● ECE-Community day & Cloud Native Java Track
● **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 China**
     ○ **Date?**	

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. https://github.com/jakartaee/jakarta.ee/issues/866	- First of anticipated many localization efforts - progressing - Need members to become part of the community - need WeChat account - will get invitation from Eric to the community. - Connect through email initially - Need to test US WeChat usage. - Also have community mailing list
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	● https://bugs.eclipse.org/bugs/show_bug.cgi?id=567494 ● Image guidelines: https://docs.google.com/document/d/1-ZxDeScOHlBpRha97AkCkkaJCbr9lEPmsK2RGn8Rk6E/edit# ● Github Issue Submission Template (*) https://docs.google.com/document/d/1TInMIzHrRhQhT7CM4MHerlvS1gVz0C6YQF9CbvAEFwo/edit?usp=sharing ● Review for next week call. Need Github user names for Neil, Dominika, and Melissa - send to Cesar melissajacobus
Jakarta EE Working Group Announcements proposal https://github.com/jakartaee/jakarta.ee/issues/880	Move to top of agenda next week - also provide feedback through mailing list

● This proposal fits with the current announcements section in the front page. ● The proposal provides a section for official Working Group statements and takes advantage of current website setup.	
"Jakarta EE" vs "Eclipse Jakarta EE" branding **(3 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:	- Attracting new committers and contributors
	    ● Brainstorming doc
	    ● Marketing Committee to review and help with "How to Contribute" page