Jakarta EE Marketing Committee Meeting - April 30, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(10 mins) (Neil)**
- Approval of the Jakarta EE Marketing Operations Update Q1, 2020 **(15 mins)**
- Jakarta EE 9 message document-Will Lyons **(5 mins)**
  - Requested beyond 9 direction and messaging
  - Please review and provide feedback if any: link
- Event Planning **(10 mins)**
  - JakartaOne Livestream CN4J for 12 May
    - Registration opened on 9 April
      - 116 registrations so far
    - Social kit for members to promote
  - KubeCon EU 2020
    - Requested for refund
    - 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 BrazilPlease reach out to representatives to work on the development of the livestream Brazil
  - Devoxx France 2020 postponed for 1-3 July
- Jakarta EE Developer Survey **(10 mins)**
  - Closing the survey at midnight on April 30
  - Last post https://twitter.com/JakartaEE/status/1255855294749368321 Please RT
  - Review updates on Collectors
  - Gating the survey?
- Jakarta EE youtube Channel
  - Launched on Tuesday 28 April
  - Please subscribe and promote (Social Kit)
- New Compatible Implementations **(10mins)**
  - Apusic and Weblogic (5 new compatible implementations from Jan 2020)
  - Momentum PR for the new compatible implementations
  - Supporting quotes from members
- Parking Lot for the next meeting:
  - Jakarta EE Tech talks
    - We need new speakers

Attendees:
Jonathan Gallimore (Tomitribe)
Ed Bratt (Oracle)
Melissa Jacobus (Oracle)
Neil Patterson (IBM)
Cesar Hernandez (Tomitribe)

Dominika Tasarz (Payara)
Eric Meng (Primeton)

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

Discussion:
- Minutes from April 16, 2020 -- Minutes were approved without objection.
- Steering Committee Update -- Neil provided the update
    - Jakarta EE 9 milestone release for June with 80% of the implementations moved forward was discussed.
    - TCK progress was provided in terms of signature and package migration.
    - Glassfish currently have a couple of blocker due to external dependencies.
    - Overall status for Jakarta EE 9, tooling support and conversations around how to provide status and feedback.
    - Brief review of the member elections.
    - Cesar mentioned the initiative on the TCK mailing list about promoting either video or blog post the current TCK migration effort. Edward, Neil and Shabnam provide supporting feedback to help on this initiative.
- Event Planning
    - Promotion for CN4J, we have a new speaker.
    - We expect +200 registered attendees.
- Jakarta EE Developer Survey **(10 mins)**
    - We expect to reach 2000 for the developer survey.
- For next week agenda we will cover the survey publication details
- Q1 Progress Update -- Shabnam
    - Presented the Marketing Spend Update
    - Ed made a question in terms of how the process related to budget report or approval should be held. Tanja explained that the purpose of the updated slides is to provide the snapshot of Q1 expenses and also the available budget and possible scenarios we can have for the upcoming quarters.
    - Cesar asked if the budget spent already on content and blog posts indicated that the authors are being paid. Tanja explained that the budget is for the professional distribution and content aggregation.
    - Budget scenarios 1 and 2 were presented to have better understanding on how the remanent budget from conference cancellation can be distributed.
    - SEO was one of the budget allocation discussed during the call since it aims to improve the Jakarta EE placement in search engines.
    - Shabnam suggested to include and start tracking the traffic of members' products pages, social mentions from members handle, social media, etc.
    - [Jakarta EE marketing plan](#) contains more details about the goals for 2020
    - Ed suggested that what the committee should vote for is a percentage distribution to the alternatives from the conference remaining budget.
    - We will obtain SEO consulting quotes.
    - Marketing Operations update Q1 is accepted by the Marketing Committee

- - The committee agreed to present to the Steering committee the general agreement that the remaining conference budget will be reallocated to alternatives proposed in the MKT Q1 Operations update . Details to follow once information is available.
- Jakarta EE 9 message document-Will Lyons
  - Neail presented the Draft Jakarta EE 9 Messages document and the document is available for feedback