Jakarta EE Marketing Committee Meeting - June 18, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(8 mins) (Neil)**
- Jakarta EE 9 Milestone Release Marketing Plan [Timeline Sheet](#) **(10 mins)**
  - Supporting quotes from members for [PR draft](#)-[include messaging for survey](#)- deadline June 15
- Event Planning **(10 mins)**
  - **2020 JakartaOne Livestream Events [Doc](#)**
    - Marketing Committee members to review and provide feedback
  - **Jakarta EE 9 Milestone Release Party**
    - [Event doc](#)
    - [Registration opened](#) on June 16, Please [RT](#)
    - [Social Kit](#) to promote milestone release and release party
  - **JakartaOne Livestream-September?**
  - JakartaOne Livestream Español- October 12
- Engage with tooling vendors to get their tooling support for Jakarta EE **(8 mins)**
  - Data Sheet for tool vendors (David Blevins [Email](#))
  - Updates on Jakarta EE 9 Datasheet [draft](#)
- [Community Project / repository](#) **(8 mins)**
  - 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
- Proposal to promote Jakarta EE in China **(5 mins) (Tanja)**
  - Updates
  - Members who are willing to participate in this effort in china?
- Jakarta EE Developer Survey **(3 mins)**
  - [Survey findings](#)-Results will be published on June 23-will be available in [Marketing Committee drive](#) and will be emailed to respondents and members
  - **[Social kit](#)** for members to promote
- SEO best practice [document](#) **(3 mins)**
  - Please review and start implementing-[SEO best practices V2](#) that was approved by the committee is saved in Marketing Committee folder
  - Tracking the progress of members' performance-[quarterly updates](#)
  - May need to update the document after receiving strategy plan from SEO consulting agency
- Parking Lot for the next meeting:
  - Jakarta EE Community Call on June 10-Updates
  - New Jakarta EE Community newsroom
  - Jakarta EE Tech talks
    - We need new speakers

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 June 11, without objection.

- Steering Committe Update -- Neil
  - Ready to move forward with M1 release of Jakarta EE 9 on June 23, 2020
    - Collecting materials for use by Marketing team
  - Schedule for ballots is aggressive. See Jakarta EE 9 release plan. An additional milestone release may be scheduled. This is only a consideration at this point.
  - Recommendation for now, is to use "Fall" for all release references.
- Shabnam described the "Release Party" plan (Jakarta EE 9 Milestone 1).
  - 11 AM EDT, Crowdcast event. Must register to attend (but you can register even after the event starts).
  - Reminder to all members, please send Shabnam your Blog article links (or update them in the Release Marketing Plan sheet).
  - All quotes are available, except for Fujitsu.
  - looked at the PR draft document. A few last minute updates to be confirmed. Will be released to press shortly, today. Press announcement on Tuesday June 23 at 7 a.m. ET.
  - Reviewed Milestone Release Party "agenda" description document. Release Party is 11 AM EDT, Tuesday June 23. Sign-up/promote from links in agenda (above). Please use the Social kit resource.
  - Will use Crowd-cast as we have for previous events (registration link)
- JakartaOne Livestream Fall event (Tanja)
  - Save the date set for Sep. 16. Does not align with the current release plan for Jakarta EE.
  - Suggests we establish a mid-July finalization date to set up target dates.
- Discussion about JakartaOne Livestream process document (Tanja)
  - Document is here.
  - It will continue to evolve.
- Jakarta EE 9 Datasheet (Neil)
  - Neil is working on the EE 9 vendor Datasheet.

- ○ Primary initial target is tools vendors.
- ○ Will have a review copy ready for Monday
- Jakarta EE Collateral, Community Project (Cesar)
  - ○ Described changes to the project proposal.
  - ○ Not yet approved to start, but work is progressing.
- Jakarta EE in China -- Shabnam
  - ○ Primeton is using WeChat communication channel
  - ○ Working on recruiting members for the Jakarta EE related user group in China-already seen some interest from folks in the WeChat group
  - ○ Work continues
- Jakarta EE Developer Survey (Shabnam)
  - ○ Survey results will be published on June 23
  - ○ Results will be published on June 23-will be available in the Marketing Committee drive and will be emailed to respondents and members (ungated)
  - ○ Will have social media kit by Monday for members to use
- SEO Best Practices - Neil
  - ○ Reviewed best practice recommendations PDF (here).
  - ○ Shabnam: Have investigated several agencies. In the process of investigating and will make a recommendation to the committee to finalize a selection decision.
  - ○ Reminder to members, please track and update the quarterly update sheet. Members' progress report will be reviewed during the Q3 Marketing Operations Update report