Jakarta EE Marketing Committee Meeting - October 11, 2018

Agenda

- ✓ Approval of the previous mtg minutes **(5 mins)**
- ✓ Review of actions from last call **(10 mins)**
    - ○ Tanja to start an email thread; Jonathan to check with Tomitribe for the original MicroProfile template to use as a starting place for standardizing EE4J project pages.
    - ○ Committee members to write a blog on corporate sites, or retweet a blog regarding October 22 release and start telling the story/GlassFish is here.
    - ○ Committee members - add to the blog editorial calendar with blog posts that we're publishing related to Jakarta EE.
- ✓ Reporting to/from Steering Committee (Mike) **(10 mins)**

Attendees

Amelia Eiras - Tomitribe
Jonathan Gallimore - Tomitribe
Ed Bratt - Oracle
Ivar Grimstad - Committer Representative
Debbie Hoffman - Payara
Cesar Saavedra - Red Hat
Jonathan Gallimore - Tomitribe
Mike Denicola - Fujitsu
Dan Bandera - IBM

Eclipse Foundation representatives:
Thabang Mashologu (Eclipse Foundation)
Tanya Obradovic (Eclipse Foundation)
Paul White(Eclipse Foundation)

Discussions:

standardizing EE4J project pages
Jonathan followed up regarding html templates for MicroProfile. Ed suggests a proposal including commonality between all of the page elements/navigation. Standardizing would include:

- ● Details of project (meta data)
- ● What is of interest (description from top down view)
- ● How to traverse from 1 project to another

Then, we would need some instructions for how to modify it if things change in the future.

We would need to share the standardization broadly across projects. Paul recommends starting with a few projects & then later expanding and educating others to get on board. Amelia is concerned we will miss opportunities if we wait until we have things fully planned out - recommends an email thread is started, that PMC is made aware and to ask community to prepare for it.

Bill Shannon/David Blevins were wondering where the project work is stored. (Github? - Bill Shannon said it has to be on Github pages.) The storage question would be something that needs to be resolved as part of the standardization.

Marketing committee to start thinking about what we would do once we have a top down view of projects (similar to MicroProfile), how we could use it for marketing purposes.

Ed mentioned the need for look & feel needed for the template standardization. Thabang said once we have the "what" is on the page, then his team can start working on the look & feel. Colors & fonts will probably match Jakarta.

Blog Calendar
Committee members can add to the blog sheet any articles that relate to news topics & Jakarta.

Amelia suggests that we get the blog tab operational on Jakarta website to enable community to publish blogs in addition to the blogs the committee works on. This is a standing issue on github (https://github.com/jakartaee/jakartaee.github.io/issues/105) to be developed.
Added feature: Become a Jakarta EE Author #142

Dan asked if there is any editorial control once we open it to the community to contribute blogs. At MicroProfile, community submits via Wordpress and then the blog posts go through an editorial review before they get published, so we would want to have a similar set up.

Steering committee update (Mike)
Committee discussed templates for standardizing projects.

The specification committee is about to finalize a draft for community review. Will be put to the steering committee next week for review, Eclipse must also review, before going to the community. Community review to start as early as Tues or Wed next week and they will be given about two weeks to provide input so a final can be created. (Planned for Nov). There are still items going through legal process.

EclipseCon - there is going to be a town hall meeting to discuss all things related to Jakarta & MicroProfile on Wednesday evening of conference.

Paul said timelines are still on track. Dan said there was discussion regarding the builds & they are available for pickup now and questioned whether marketing would want to talk about that.

EclipseCon Europe
Paul says EclipseCon is moving forward, no new messaging or activities have come up. Registrations are a bit behind where they were last year, but should have enough in attendance to make it valuable. The annual Eclipse members meeting will be held at EclipseCon as well, Wednesday morning before the keynote until 8:45, to find out more about what the Eclipse foundation is doing.

Code One & reactive summits in Montreal are all taking place at the same time.

Dan talked about being sensitive to other events with the same audience (Devoxx…) when planning the virtual Jakarta One event. Reminder: There is a spreadsheet of events.

Upcoming events:
Marketing committee to discuss where we want to attend, what we want to do there, etc.

Tshirts for EclipseCon
200 Jakarta EE t shirts.- Stephanie thinking of giving 25 shirts per member and then handing out at Jakarta EE talks on Tuesday & other events. If speaking, communicate w/ Stephanie about t shirts.

Actions:

Jonathan to try and pick the templates apart to find all of the pieces we'd need to create the proposal/templates by the end of the week, and to see about meeting with Eclipse developers at EclipseCon to discuss further.

Tanja to start an email thread to start discussing what we will do with this data (standardization of EE4J projects) and how to present it on the page.

Amelia to send the documentation/add to the github issue that MicroProfile is using to share with community for submitting blog posts.