

## Jakarta EE Marketing Committee Meeting - September 9, 2021 (11:00 AM)

<p><b>Attendees:</b>          Yuichi Kusano (Fujitsu)          Neil Patterson (IBM)          Cesar Hernandez (Tomitribe)          Ed Bratt (Oracle)          Melissa Jacobus (Oracle)          Dominika Tasarz (Payara)          Jadon Ortlepp (Payara)          Eric Meng (Primeton)          Dan Bandera (IBM)          Jonathan Gallimore (Tomitribe)          John Clingan (Red Hat) (on PTO)          Ryan St James (Tomitribe)          Tetiana Fydorenchuk (Jelastic)          Otavio Santana (Committer Rep)</p>	<p><b>Eclipse Foundation:</b>          Shabnam Mayel (Eclipse Foundation)          Tanja Obradovic (Eclipse Foundation)           Paul White (Eclipse Foundation)</p>
<p><b>Discussion on budget allocation request (Eclipse foundation to Steering Committee)</b></p> <p>1. <b>Badging program scoping.</b> As I indicated in my email on August 17, we are proposing to allocate \$25,000 to enable the Foundation to develop and define a potential Jakarta EE badging program. The funds will be used by the Foundation to carry out research and engage with industry in this work. As I had noted earlier, the targeted outcome would be to develop a proposal for the Steering Committee to consider that outlines a potential badging program, including an estimate of both start-up and ongoing costs and potential outcomes.</p> <p>2. <b>Jakarta.ee website enhancements.</b> Recall the proposed 2021 budget originally had \$40,000 allocated to enable the Foundation to carry out significant enhancements to the Jakarta EE website. Some initial design had been done in 2020, but at the time the Steering Committee held off on including the website enhancements in the budget “as a precaution” in case new priorities arose. The allocation of the remaining \$31,000 in funds will enable us to do the bulk of the intended work in 2021. While less than the original \$40,000 earmarked, we believe we can complete most of the intended enhancements based on this allocation by year end.</p>	<ul style="list-style-type: none"> <li>- Special session to discuss the budget allocation proposal from the previous call.</li> <li>- Paul White attended to provide clarification</li> </ul> <p>Website enhancements</p> <ul style="list-style-type: none"> <li>- Simply restoring original funding that was taken out from budget for the contingency</li> <li>- Would like to get insight into the work so we can assess the value for work at some point.</li> </ul> <p>Badging/Certification</p> <ul style="list-style-type: none"> <li>- Badging has not been part of the discussion previously but always was a possibility</li> <li>- Context             <ul style="list-style-type: none"> <li>- Brought forward from marketing to steering committee but needs to go beyond Jakarta EE to Eclipse</li> <li>- Eclipse Foundation needs to determine what the uplift cost is to the foundation to support/run this successfully</li> </ul> </li> </ul>

- Looking to solicit help in building out the proposal with everything cost.
- Brought to the steering committee as the contingency funds reside with them.
- Questions
  - Is this for a contractor to build out the proposal?
  - Is this for a staff position to help run it?
  - How can the community help with these proposals?
    - Critique? Assess? Do some of the heavy lifting?
  - Original plan did not include badging - proposing that some funds be used to explore badging as part of a new idea that came up is what is new and thus why the funds are being requested.
- Responses
  - Current proposal is a one-off to determine what the program would look like and cost
  - Committees do not have fiduciary oversight responsibilities but insights are valuable (Board has oversight). EF manages and operates the activities of the foundation as an independent org.
  - Committee members can help by bringing forward ideas and assessing the impact of plans
  - Challenge to provide information that is granular to committee to assess effectiveness - Foundation does assessment as part of their process
  - Recommend that the Committee focus on the plan, ideas to expand reach, and contribute to the plan, not on how funds are spent to support the plan.
  - Committees contribute to build out specifications and code, where Eclipse does not of that
  - Marketing is slightly different in that the Marketing committee collaborates with

	<p>Eclipse staff to promote Working Group activity and projects</p> <ul style="list-style-type: none"><li>- Committee can provide input on potential reach, pricing if any, tests, and content</li><li>- **** Addition to meeting<ul style="list-style-type: none"><li>- Eclipse Foundation provides general information on results but can't provide specifics on ROI</li></ul></li></ul>