Jakarta EE Marketing Committee Meeting - March 11, 2021

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

Attendees: 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) Ryan St James (Tomitribe) Tetiana Fydorenchyk (Jelastic) Otavio Santana (Committer Rep)	**Eclipse Foundation:** Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation) Thabang Mashologu (Eclipse Foundation)

Current Projects
- Q1 Priorities (PPT link, spreadsheet)
  - Create program to attract contributors and promote to committers
  - Create program to highlight/reward contributors based on contribution
- Collateral Repository
- Why Jakarta EE (Roadmap) content
- JakartaOne Livestream
- Case Studies (form)
- SEO & member site updates
- Jakarta EE Website redesign (go live start of Q2)
- New Communities + localization
  - Chinese (in process)	

Action Items:	Completed:
2021-02-11: All - update progress report for week (Progress Report) 2021-02-11: Karen - Update Progress report with page for links and content sharing. 2021-02-11: Neil - Get Katacoda pricing information and policy information 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - **March 18th will be the meeting** 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation 2021-02-25: All - Review and provide comments on Github issue for website re-design and announcements section meeting conclusions	2021-02-25: All - Review and comment on **Technical Whitepaper** DRAFT is ready for review/input 2021-02-25: All - Provide input/comments by March 5 to **the 2021 Jakarta EE Developer Survey**. 2021-02-25: All - Review and provide comments on **Jakarta EE & MicroProfile Joint Messaging Document** 2021-02-25: All - Read blog post and provide input to **Survey on Cloud Native Java**

Agenda	Minutes
General discussion **(2mins)**	
Approval of the previous mtg minutes **(2 mins)**	Approved
Reporting to/from Steering Committee **(5 mins) (Neil)**	

Jakarta EE Release 9.1 Promotion
- Release date - confirm
- Scope of marketing effort?
- From Kevin Sutter "with 17000 test failures, we can't put a date on it yet"
	- Ideally we will have release by end of April, but not certain at this point.
	- Scope of promotion for 9.1?
	  - Basically a JDK 11 support release
	  - Limited promotion needed
	  - Have a blog, update call - benefits of release 9.1 - moving to JDK 11; first incremental release
	  - Will need separate tab on compatible products page(s) and release pages (link) - enables support for feature bearing point releases
	  - 9.1 with Java 11 support has an impact on consumers due to deprecation of Java features in 11 (eg Corba); providers may pre-configure their implementation with the deprecated features while others may provide linkage to the components.
	  - Need a technical paper covering the update/migration

	- Use the new announcement format to surface
Technical Whitepaper status (Karen - 5 minutes) - Layout and design complete - Discussion on release, timing, and promotion plan	- Design and layout by end of week - Will soft release and then provide social kit for promotion
New Press Release - Jetty Project (Karen - 5 minutes) - The Eclipse Foundation's Eclipse Jetty Project Prepares for the Future with Jetty 11 Release	- This is a heads-up on this new project - karen.mcnaughton@eclipse-foundation.org : Can we have visibility over the draft document?
2021 Developer Survey (Karen - 5 min) **Survey complete - will be released April 6** For your reference, please refer to the Jakarta EE Developer Survey Timeline, which outlines the important dates for this survey.	- Please review the timeline and be prepared to promote.
Case Studies (Karen - 5 minutes) - Members to "raise their hand" using the form to kickstart the process - Explore end-user experience of moving to/use Jakarta EE in production with their applications - Likely initial migration stories might focus on namespace change experience or new apps and value of Jakarta and the evolution of Java - Case Studies (form)	- Still waiting on clients to respond about specific use of Jakarta EE - Re-examine in 2Q to determine if we need to lower expectations and/or look for different types of stories.
Jakarta EE & MicroProfile Joint Messaging Document Review (10 minutes) ● https://docs.google.com/document/d/1NTaMjROOS3gIey0Czoa3yrla6dWiKVMcUQ4rQtwL3m4/edit?usp=sharing ● The group recommended sharing the messaging proposal publicly with both communities for input and feedback. We expect updates and recommendations from Marketing Committees. Our goal is to have a final joint messaging proposal for	

endorsement by each Working Group in 4 weeks. ● Date: March 15th, 2021 Method: Tweet with image via @JakartaEE and @MicroProfileIO ● **The Jakarta EE Marketing Committee will review the messaging doc**	
Q4 2020 Jakarta EE Marketing Operations Report - Q&A (Karen - 10 minutes) ● https://docs.google.com/presentation/d/13IMUc7EkOVyX3X1b36bJJ-kX_IFsJnhHdkSnc-5lpms/edit#slide=id.gbb658bd4a9_0_6	
Member Activity Tracking Requirements Progress Report (Neil - 5 minutes) All Members must provide ongoing information about their support for Jakarta EE promotion	
Q2 Events (2 minutes) -	Minimum of 6 Jakarta Tech Talks KubeCon + CloudNative Con NA - May 4-7 (Silver Sponsors)
Why Jakarta EE landing page/experience **(Ed) (10 mins)** ● Working Document link can be found here ● 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?**	- Q2 - Re-examine in light of new website content and messaging.

Quarter by Quarter plan review (10 minutes) - link	
Jakarta EE Wikipedia page (5 minutes) **Marketing committee to review and help with updating the content doc** - Schedule a working session	