Jakarta EE Marketing Committee Meeting - March 14, 2019

- Approval of the previous mtg minutes **(5 mins)**
    - With IBM abstaining, minutes are approved
- Review of actions from last call **(10 mins)**
    -
- Reporting to/from Steering Committee (Mike D) **(10 mins)**
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- Vote to choose Jakarta EE Compatible and Jakarta EE Member badges (10 mins) (Paul)
- [Member and compatible logo vote results](#), with updates to badges from Ryan added to deck
- Jakarta survey underway (5 mins)
- Feedback on DevNexus 2019 OpenSource R³ Jam Party by DevNexus, Hazelcast, Jakarta EE, Okta, Sonatype & Tomitribe (Tomitribe) **(2 mins)**
- Parking lot items
    - Jakarta EE 8.0 go-to-market planning
        - Branding/logo usage guidelines
        - Marketing/PR activities
    - Member acquisition
    - Amelia sent 3 emails 1 day before the today :
      1- update agenda matters (done)
      2- add a sentence in the description of the jakarta twitter acct stating that the EF team manages the acct.
      3- create a Marketing Repo under the Jakarta git for this group become a direct example on using OSS tool for collaboration (not including confidential matters)

Attendees

- Jonathan Gallimore (Tomitribe)
- Amelia Eiras (Tomitribe)
- Tanja Obradovic (Eclipse)
- Stephanie (Eclipse)
- Paul (Eclipse)
- Mike DeNicola (Fujitsu)
- Dan (IBM)
- Neil (IBM)
- Ed Bratt (Oracle)

Discussed

- Report rom Steering Committee (Mike D)

- ○ EF has stated that the budget has been used mostly overrun on legal fees not foreseenforseen in the start of project. The idea is for the budget to be adjusted without asking for any more money from Partners.
  - ○ Jakarta EE 8 release hasn't been firmed up the final date June 1st, 2019 (still tentative)
  - ○ Steer Cmte is also thinking on Jakarta EE 9 while working on 8.
  - ○ Specification meeting committee minutes are posted through Feb. 8: https://jakarta.ee/meeting_minutes/specification_committee/minutes-specification-february-6-2019.pdf (thanks Ed Bratt)

- ● Badge vote postponed to Mar 28 meeting
- ● Jakarta EE survey
  - ○ Survey is under way with the goal of catching Java trends.
  - ○ Daily pushes across Jakarta EE platforms (Stephanie)
  - ○ Survey was pushed by attendees @DevNexus week via sessions (last week)
  - ○ Survey will be pushed @JavaLand (next week)
  - ○ Reaching out to some Communities
- ● Feedback on DevNexus 2019 OpenSource R³ Jam Party
  - ○ Cesar not much engagement with respect to Jakarta EE conversations.
  - ○ OSSRRR party was fun +1000 people having fun, earning the tshirts via blogs/videos
  - ○ Jakarta EE 8 when is it coming? The main question from attendees is about the lack of updates
  - ○ MikeD wonders is this committee should be doing some communication about what is happening.
- ● Jakarta WG Call -- Ed Bratt asked if Marketing Committee should take any action due to low attendance at Feb. WG meeting. Discussion …
  - ○ Last call Feb (2019) none attended.
  - ○ MikeD-- suggest to change the name to Jakarta EE Update
  - ○ Amelia offered several suggestions.
  - ○ Agenda going forward may need to be more generalized/community, in nature. Paul W. suggested input from PMC

Jakarta EE Marketing Committee Meeting - February 28, 2019

- ● Approval of the previous mtg minutes **(5 mins)**
- ● Review of actions from last call **(10 mins)**
  - ○ Paul and Amelia to follow up offline on WG governance and process questions - **DONE**
  - ○ Tanja to create document listing 2019 meeting dates **- DONE, here**
- ● Reporting to/from Steering Committee (Mike D) **(10 mins)**
- ● Member and compatible logo vote results (Paul) (**5 mins**)
- ● Jakarta Summit update (Paul) **(5 mins)**
- ● 2019 Jakarta EE Developer Survey (Thabang) (**10 mins**)
  - ○ Review timeline
- ● 2019 budget discussion (Thabang) **(10 mins)**
- ● Jakarta EE website discussion (Thabang) **(5 mins)**
  - ○ Status update on GitHub issues (here)
- ● Review upcoming conferences/events (Thabang) **(5 mins)**

- ○ DevNexus 2019 OpenSource R³ Jam Party by DevNexus, Hazelcast, Jakarta EE, Okta, Sonatype & Tomitribe (Amelia) (2 mins)
  - ○ Update on EF plans (**here**)

- ● Parking lot for next meeting
  - ○ Jakarta EE 8.0 go-to-market planning
    - ■ Branding/logo usage guidelines
    - ■ Marketing/PR activities
  - ○ Member acquisition
  - ○ Amelia sent 3 emails 1 day before the today :
    1- update agenda matters (done)
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    3- create a Marketing Repo under the Jakarta git for this group become a direct example on using OSS tool for collaboration (not including confidential matters)

Attendees

- ● Jonathan Gallimore (Tomitribe)
- ● Amelia Eiras (Tomitribe)
- ● Tanja Obradovic (Eclipse)
- ● Paul White (Eclipse)
- ● Thabang Mashologu (Eclipse)
- ● Mike DeNicola (Fujitsu)
- ● Cesar Saavedra (Red Hat)
- ● Dominika Tasarz (Payara)
- ● Ivar Grimstad
- ● Kevin Sutter (IBM)

Discussed

- ● Minutes from previous meeting approved.
- ● Jon taking over the minutes and tasks around taking the minutes for the next month. Jon, Paul and Tanja to discuss any additional steps needed.
- ● Actions from meeting - nothing outstanding

Steering committee looking for volunteers to step up to start working on Jakarta EE 9. Jakarta EE 8 needs a plan and a date. Looking for leads for the various different areas

Jakarta summit - lots of controversy. EF looking at May 29/30. Feeling is summit (working session) for Jakarta EE 8 if Jakarta EE 8 lands June 1st is too late at the end of May. Suggested to look at conf call as opposed to face-to-face. Summit needs a name. Decisions to be made on this in the next 2 weeks.

WG Participation agreement (for participation in Jakarta EE 8) need to be signed by everyone. Many have already signed the agreement, some outstanding.

Summit - sponsorship request - event is dependent on the event being sponsored, and needs to be cost neutral. Members may or may not sponsor these events. Marketing budget includes allocation for sponsoring external events, but EF hosted events will be looking for sponsorship.

Logo vote results

For discussion today, and decision/vote next time as this is the first time some people on the meeting are seeing this.

https://docs.google.com/presentation/d/1owd5FEJUhZa6bXo-pii1LQ5LD3BI2bMlS3jhLkkMrNI/edit#slide=id.g4fce98d7e7_0_7

Compatible badge: no 6 (plainest) is the most popular
Suggestion is not use the same style badge for both compatible and member badges. If badge 6 is used for compatible, suggest using badge 1 for member.

Steering group says the badge choice belongs with this committee.

Ivar: Compatible badge should have a unique look and would prefer not to use a plainer badge. The group is in agreement with this. Potentially using badge 5 with the font sizes changed to make Jakarta EE more prominent could be a good option.

Compatible badge will be registered.

Member badge - increase Jakarta EE mark on badge 4.

Developer survey

Timeline - looking to launch this March 4th. Looking to amplify through members own channels as well. Full timeline in Developer Survey Timeline document. Deadline for feedback, Feb 25th 12pm EDT.

Changes are in the draft (highlighted).