

Jakarta EE Marketing Committee Meeting - July 30, 2020

<p>Attendees: Cesar Hernandez (Tomitribe) Ryan James (Tomitribe) Neil Patterson (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Eric Meng (Primeton)</p>	<p>Eclipse Foundation: Thabang Mashologu (Eclipse) Christopher Guindon (Eclipse)</p>
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Agenda	Minutes
General discussion	<p>Notes:</p> <ul style="list-style-type: none"> - Marketing committee meetings will be weekly going forward at the same time using the same call-in number - During the Eclipse Foundation break, we will still be meeting using the same call-in
Approval of the previous mtg minutes (5 mins)	approved
Reporting to/from Steering Committee (10 mins) (Neil)	<p>Jakarta EE 9 Release Status</p> <ul style="list-style-type: none"> • No specs are ready for ballot yet. We hope to have some this week. • No TCKs are finalized at this time. Ballots cannot be started prior to TCKs being available. • Mentors have been assigned on a spec for spec basis to ensure specs are ready for ballot. • Given delays in delivery of Wave 0 and Wave 1 specs to ballot, the consensus of the group was that we inform the Marketing Committee that the Sept 16 date will slip. Next week we will review the schedule and pick a new target GA date. <p>JakartaOne Livestream Virtual Event Coordinator</p> <ul style="list-style-type: none"> ○ The Steering Committee approved the one-time, non-permanent reallocation of \$30,000 from the Steering Committee contingency and legal fees fund for coordinating, planning, and managing Jakarta virtual events for the remainder of CY2020.

<p>Jakarta EE 9 GA Release Marketing Plan Sheet (10 mins)</p> <ul style="list-style-type: none"> • Please review and start planning 	<ul style="list-style-type: none"> • Members encouraged to review and determine what they will need to do to support the release activities. • Need the date from Steering committee to determine our timing for the plan • Would like to get a date in September (30th) to not conflict with EclipseCon in October (19-22). • Should not exclude early October. • October 12th conflict with JakartaOne Livestream - Spanish • CFP - only 16 submissions so far; Extended to August 14 • Is the Selection committee set up? • Will review further based on the date from the steering committee.
<p>Updates on Jakarta EE related user group in China (10 mins)</p> <ul style="list-style-type: none"> • User group logo is created • Jakarta EE Community China Website (e.g. Jakarta EE Ambassadors website) • Jakarta EE website in Chinese-MKT CMTE to provide feedback on: <ul style="list-style-type: none"> ○ Create a translation of the existing Jakarta EE (Deployed on a server in China, translate static info and link to dynamic info on jakarta.ee) ○ Build a similar website in Chinese on a server in China (building from scratch, translate static info and link to dynamic info on jakarta.ee) ○ Discuss who the engagement team is and what is needed / desired from the committee and representatives 	<ul style="list-style-type: none"> • Eric update <ul style="list-style-type: none"> ○ Forked source code of Jakarta.ee ○ Would like to merge static content like Ambassadors site and Jakarta.ee site • Webdev is Looking to address technical issues <ul style="list-style-type: none"> ○ Could look at making Jakarta.ee multilingual ○ Gitlab is also being used for Eclipse projects • Eric <ul style="list-style-type: none"> ○ Looking for ways to promote Jakarta EE in China ○ Website; Livestream ○ Host the website in China ○ Create content from developers in China <ul style="list-style-type: none"> ■ Bring content from Youtube, etc to the Chinese equivalent ○ Cross promote content and ensure updated from site • Hosting of the content - Github <ul style="list-style-type: none"> ○ Would like to have a source-of-truth repo • It was discussed that we would like to have the Chinese community as a more connected community than the Ambassador's site appears • Provide a model for other language communities going forward • Would like to see the localization support on Jakarta EE main site to help maintain consistency • Engagement and getting members involved <ul style="list-style-type: none"> ○ Track with Github/Bugzilla issue (Chris can help) • Could get localization into the main site • One Proposal (considered more complex than needed) <ul style="list-style-type: none"> ○ Move to have localization into the main site ○ Look at hosting Chinese site in China (as a mirror) ○ Minimize conflicts by working in the same repo • Eric - Proposal <ul style="list-style-type: none"> ○ Chinese site would host necessary content from main site and link to the main site for other content ○ Content would follow Foundation's hosted content requirements. ○ Would keep the critical content updated as the content on the main site changes
<p>Engage with tooling vendors to get their tooling support for Jakarta EE (7 mins)</p>	<ul style="list-style-type: none"> • Need to promote the datasheet to the community through the mailing list.

<p>(Cesar/Jon)</p> <ul style="list-style-type: none"> • David's proposal- Marketing Committee to review and brainstorm ideas of the next call • Link to Data sheet from Ryan-completed, please promote 	
<p>Event Planning (11 mins)</p> <ul style="list-style-type: none"> • 2020 JakartaOne Livestream Events Doc <ul style="list-style-type: none"> ◦ Marketing Committee members feedback on the doc? • JakartaOne Livestream <ul style="list-style-type: none"> ◦ Date change ◦ Invite your teams submit a paper to Jakarta EE 2020 event <ul style="list-style-type: none"> • Social kit for members to promote-please start promoting • CPF is open. Members to promote on their channels • JakartaOne Livestream Brazil- August 29 <ul style="list-style-type: none"> • Sample social kit • JakartaOne Livestream Español- October 12 • EclipseCon 2020 - Community Day • KubeCon NA-is going to be virtual • J4K conference-13 and 14 Oct <ul style="list-style-type: none"> ◦ Virtual Community Booth for members to sign up 	<p>Unable to cover this topic during the call</p>
<p>Community Project / repository (7 mins) (Cesar)</p> <ul style="list-style-type: none"> • Waiting for feedback from the Marketing Committee for the email thread "Please open Jakarta EE Collateral for public review" since June 29th. 	<p>Update from Cesar - need to open Jakarta EE Collateral for public review</p>
<p>Parking Lot for the next meeting:</p> <ul style="list-style-type: none"> • Crowcast as a platform (5 mins) <ul style="list-style-type: none"> ◦ Stats 	

