

Jakarta EE Marketing Committee Meeting - June 7, 2018

Agenda

- **Budget**
 - Meeting and Jakarta One: Budget discussion (Tuesday or Thursday) - Lets see where we land.
- **Events**
 - EclipseCon: Jakarta EE announcement at France (update from Thabang - will there be a blog and/or any update from Mike - this was an action from last week)
 - Jakarta One discussion (live/virtual)
 - Planned sessions at relevant events and Meet-ups (where to post/store company events and brainstorm on activities we can work on jointly)
- **Technical Content / Brainstorm**
 - Technical Vision document, PMC
 - Where we landed last week: "Wow. Look what has been going on since announce"
 - Continue this discussion, confirm, project plan - create-to-post (who and when)
 - **Reference from our brainstorm started last week**
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 - Brainstorm drumbeat focus for the next weeks (esp. technical content, including website)
 - The following topics/milestones were suggested by the Steering Committee:
 - All EE4J (i.e all projects) source contributions published
 - Eclipse GlassFish build
 - Java EE 8 certification of Eclipse GlassFish
 - Jakarta EE 8 certification of Eclipse GlassFish
 - Requirements document for the spec process published for community input
 - TCK contributions published
 - Evolve sources that have been contributed (probably dependent Java EE TM license agreement and spec process)
 - Planned sessions at relevant events (Eclipse Con Europe and Code One)
 - Technical Vision document from the PMC
 - JakartaOne (physical and virtual)
 - Formation of Jakarta champions(?)
- **Social**
- Questions from Amelia
 - Media to WG Wiki discussion
 - Guidelines to Steering Committee
 - Inform community of Guidelines - any plan to share link via twitter

Attendees

Marketing Committee members present:

- David Delabasse (Oracle)
- Mike DeNicola (Fujitsu)
- Amelia Eiras (Tomitribe)
- Debbie Hoffman (Payara)
- Amy Krofssik (IBM)
- Cesar Saavedra (Red Hat)

Eclipse Foundation representatives:

- Thabang Mashologu (Eclipse Foundation)
- Tanja Obradovic (Eclipse Foundation)
- Stephanie Swart (Eclipse Foundation)
- Paul White (Eclipse Foundation)

Actions:

- Post event, Thabang will write ECF highlight / roundup + WG status update blog - wk Jun 18
- For Jakarta EE @ ECF blogs, members to update blog spreadsheet here
- Paul to talk to Reza about virtual conference in Q4
- Amy to talk to Simon about next steps for virtual conference
- Stephanie to setup Gdrive repository for sessions / events / meet-ups
- Thabang to add social media policy excerpts to Jakarta.ee, send email to jakarta.ee-community@eclipse.org & blog on how to engage
- Debbie to send out marketing meeting minutes

Discussed:

- Jakarta EE at ECF
 - Blog entry / announcement feedback with Thabang and Mike: we won't do an announcement, nothing of value currently but will do a blog entry. Looking for content that anyone has on the subject
 - If there are topics to blog about, we need people to send us content
 - Gael Blondelle will be the MC at ECF
 - Try ghost writing something for Mike that summarizes the topics/sessions that doesn't have an individual company spin
 - DO a 'round-up' then an update (progress) in a post-event blog
 - A few paragraphs and photos on the enthusiasm around Jakarta EE
 - Are other companies doing blogs? Can we coordinate something with them?
 - Link to community news on the jakarta.ee website
 - Hopefully we have the committee's commitment to help drive several blog posts
 - Spreadsheet for tracking blog posts:
<https://docs.google.com/spreadsheets/d/1o1k7-y8y9aTRgtz8r9U8Jxgbi2I9E2vLMFCv1rM2Y04/edit#gid=0>
- Events
 - JakartaOne conference in Q2 (April-May)
 - Reaching out to strategic members as to what they are looking for and if they want to participate
 - We want to start framing it, early Q2 somewhere in the northeast (Boston, Philadelphia, Toronto), 3-day conference
 - Trying to build a 3 year plan for this, being realistic and build awareness
 - Around 1000-1500 but may go bigger if we get the sponsorship, need the help/engagement of both the member companies and community
 - Virtual conference? We'd like to roll that out ideally in Q4 of this year (2018). The community drives the program and the EF just helps with the organization of it
 - Talk to Simon who does V-Jug's and talk about next steps/cost (don't want to reinvent the wheel)
 - We want to build our own event/our own brand and this will be a many year journey we are starting on

- Events-Sponsorships / talks/ booths
 - Setup marketing drive for the Jakarta EE committee
- Social Media
 - Amelia: Marketing team needs to be less 'private', why aren't we sending public minutes?
 - Oversight-the minutes need to be approved and sent to the mailing-list
 - Down the line (July) we need to add a section to the website that has all the committee meeting minutes