

## Jakarta EE Marketing Committee Meeting - January 28, 2021

[https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC\\_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000](https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000)

<p><b>Attendees:</b>          Cesar Hernandez (Tomitribe)          Neil Patterson (IBM)          Ed Bratt (Oracle)          Melissa Jacobus (Oracle)          Dominika Tasarz (Payara)          Jadon Ortlepp (Payara)          Eric Meng (Princeton)          Dan Bandera (IBM)          Jonathan Gallimore (Tomitribe)          John Clingan (Red Hat)          Ryan St James (Tomitribe)          Tetiana Fydorenchuk (Jelastic)          Otavio Santana (Committer Rep)</p>	<p><b>Eclipse Foundation:</b>          Tanja Obradovic (Eclipse Foundation)          Karen McNaughton (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <ul style="list-style-type: none"> <li>- Collateral Repository</li> <li>- Why Jakarta EE (Roadmap) content</li> <li>- JakartaOne Livestream</li> <li>- Case Studies (<a href="#">form</a>)</li> <li>- SEO &amp; member site updates</li> <li>- Jakarta EE Website redesign (go live start of Q2)</li> <li>- New Communities + localization             <ul style="list-style-type: none"> <li>- Chinese (in process)</li> </ul> </li> </ul>	

<b>Agenda</b>	<b>Minutes</b>
<p>General discussion (2mins)</p>	<ul style="list-style-type: none"> <li>- Welcoming two new Marketing Committee members:             <ul style="list-style-type: none"> <li>- Tetiana Fydorenchuk from Jelastic (Participant Member Representative)</li> <li>- Otavio Santana (Committer Representative)</li> </ul> </li> <li>- Jakarta EE Asian Members meeting today 8pm EST</li> <li>- ClearPath Research: Jakarta Survey Findings - Thursday, February 4 · 11:00 – 12:00pm Eastern</li> <li>- Alternate meeting times to support broader team in different timezones</li> </ul>

	<ul style="list-style-type: none"> <li>- Calls will be recorded</li> <li>- Bi-weekly, alternate between 9:00 and 11:00 am Eastern Jakarta EE M&amp;B Calendar link  <a href="https://calendar.google.com/calendar/embed?src=eclipse-foundation.org_htqncihbdrjvk402pdfpal944%40group.calendar.google.com&amp;ctz=America%2FToronto">https://calendar.google.com/calendar/embed?src=eclipse-foundation.org_htqncihbdrjvk402pdfpal944%40group.calendar.google.com&amp;ctz=America%2FToronto</a> </li> </ul>
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins) (Neil)	<ul style="list-style-type: none"> <li>- Announcements discussion <ul style="list-style-type: none"> <li>- Presentation from David - referred to Marketing Committee</li> </ul> </li> <li>- Jakarta EE 9.1 <ul style="list-style-type: none"> <li>- Still on track for 1Q</li> <li>- Still addressing APIs removed from JDK</li> </ul> </li> <li>- 2021 Program Plan - will be reviewed next week</li> <li>- CN4J Alliance discussed <ul style="list-style-type: none"> <li>- Please talk to your steering committee rep to ensure alignment on the discussions</li> </ul> </li> </ul>
<b>Jakarta EE Working Group Announcements proposal (10 minutes)</b> <a href="https://github.com/jakartaee/jakarta.ee/issues/880">https://github.com/jakartaee/jakarta.ee/issues/880</a> <ul style="list-style-type: none"> <li>• This proposal fits with the current announcements section in the front page.</li> <li>• The proposal provides a section for official Working Group statements and takes advantage of current website setup.</li> <li>• Review current process and intent</li> <li>• <a href="#">Link to presentation</a> from David</li> </ul>	<ul style="list-style-type: none"> <li>- Need to look at other data about effectiveness of press release engagement and how it is being used</li> <li>- Perhaps make the official announcements on our main site and leverage globenewswire.com to promote <ul style="list-style-type: none"> <li>- Quotes - contextual and often for that purpose only</li> </ul> </li> <li>- Press release is an anchor, not meant to be the bulk of the referenced information. Links more likely to main site.</li> <li>- Recommendations would compliment the existing announcement section on the main page</li> <li>- Action: <ul style="list-style-type: none"> <li>- Set up a working call on our off-week</li> <li>- Provide an assessment of the value added</li> <li>- Leave comments in the document or github issue before call</li> </ul> </li> </ul>
Q1 Events <ul style="list-style-type: none"> <li>- Need events for the year that members are participating in</li> <li>- DevNexus</li> </ul>	
Quarter by Quarter plan review (10 minutes) - <a href="#">link</a>	
<b>Why Jakarta EE landing page/experience (Ed) (10 mins)</b> <ul style="list-style-type: none"> <li>• Working Document link can be found <a href="#">here</a></li> <li>• 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</li> </ul>	<ul style="list-style-type: none"> <li>- Will discuss this first during our next call and plan a working meeting specific to this, based on that overview.</li> </ul>

<p>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.</p> <ul style="list-style-type: none"> <li>● <b>Updates on value proposition doc-Ed?</b></li> </ul>	
<p>CN4J Alliance Mailing Meeting (5 minutes) - February 2,</p> <ul style="list-style-type: none"> <li>- Join Zoom Meeting</li> <li>- <a href="https://eclipse.zoom.us/j/99496284070?pwd=dmYxWXJXbks4djBEOHJHR0R0MnZ1Zz09">https://eclipse.zoom.us/j/99496284070?pwd=dmYxWXJXbks4djBEOHJHR0R0MnZ1Zz09</a></li> <li>-</li> <li>- Meeting ID: 994 9628 4070</li> <li>- Passcode: CN4J</li> <li>-</li> </ul>	
<ul style="list-style-type: none"> <li>● <a href="#">Jakarta EE Wikipedia page</a> (5 minutes) <ul style="list-style-type: none"> <li>● <b>Marketing committee to review and help with updating the <a href="#">content doc</a></b></li> <li>● Schedule a working session</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>●</li> </ul>	