Jakarta EE Marketing Committee Meeting - January 7, 2021

Attendees:	Eclipse Foundation:
Cesar Hernandez (Tomitribe) Neil Patterson (IBM) 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)	Tanja Obradovic (Eclipse Foundation) Karen McNaughton (Eclipse Foundation)

Agenda	Minutes

General discussion **(2mins)**	- Alternate meeting times to support broader team in different timezones
	   - Suggested to record calls
	   - Align with other committees as well (Spec committee)
	   - Looking at the time-and-date meeting planner I'd be tempted to suggest 8 PM China, 9 PM in Japan. This would be 7 AM EST, 1 PM CET -- until summer when US and Europe would move to an hour later (Karen to coordinate calls in the calendar)

Approval of the previous mtg minutes **(2 mins)**	Approved
Reporting to/from Steering Committee **(5 mins) (Neil)**	- Eclipse GlassFish 6 Stable Release released on Dec 31, 2020 - Jakarta EE 9.1 - looking to release in 1Q21 with limited scope - CN4J Alliance discussion - mailing list (see below) - Oracle and Payara joined MPWG

2020 Retrospective and 2021 adjustments (10 minutes)
 	
  ● General
  ● Jakarta EE 9
  ● Working model
    ○ Look to move to bi-weekly governance calls (alternate time for timezone considerations)	

○ Add working sessions driven by community to support specific projects	

2021 Current Projects (20 minutes)
 	
We need to ensure full participation in the key projects we have committed to as members.
 	
- 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)
	Collateral Repository - working calls being set up to focus on the activity
	
	Why Jakarta EE -
	- Value to executive group about picking the framework
	- Value to the developer in exploring the technology
	- Team - email Ed any suggestions to kickstart
	   - Ed to create github issue to use as a collaboration point
	
	JakartaOne Livestream
	- Will explore with Tanja the engagement model and strategies
	
	Case Studies
	- 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
	
	SEO
	- Agency work started in November
	- Report for Nov/Dec being compiled - will be reviewed with committee (Karen coordinating)
	- Karen to re-share planning document to level-set on the ask of the agency
	
	Jakarta EE Website redesign
	- Refresh on look and feel (based on Jakarta EE 9 launch) - targeting go live at start of Q2
	   - Highlevel pages and heavy traffic pages being reworked.
	- Will provide the slides about the redesign objectives
	
	New Communities + localization
	- Use Chinese community experience as example and guide

Q1 Events - DevNexus	
CN4J Alliance Mailing List - Subscribe here	
● **Jakarta EE Wikipedia page (5**	

minutes)
    ● **Marketing committee to review and help with updating the [content doc](#)**
    ● Schedule a working session	

Why Jakarta EE landing page/experience (Ed) (10 mins)
    ● 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?**
	Review ideas around Brand Awareness from 2021 Marketing Plan
	
	Aim for Jakarta EE 9.1 release timeframe.
	
	Discuss Jakarta EE as a platform for innovation
	    - Is this that Jakarta EE provides for innovation in the specs developed or as a platform for end users to innovate with?
	        - Should be considered for both
	    - Jakarta EE is still widely considered as a stable platform not necessarily for innovation
	    - Do we promote it as a platform for stability or evolution?
	    - Relation to MicroProfile as innovation onramp?
	    - *** Jakarta EE is a stable platform for End-User Innovation ***

Livestream Events	
[Progress Report](#)	

Jakarta EE Working Group Announcements proposal
https://github.com/jakartaee/jakarta.ee/issues/880
    ● This proposal fits with the current announcements section in the front page.
    ● The proposal provides a section for official Working Group statements and takes advantage of current website setup.	