Jakarta EE Marketing Committee Meeting - February 11, 2021

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

Attendees:	Eclipse Foundation:
Cesar Hernandez (Tomitribe)	Tanja Obradovic (Eclipse Foundation)
Neil Patterson (IBM)	Karen McNaughton (Eclipse Foundation)
Ed Bratt (Oracle)	Thanbang Mashologu (Eclipse Foundation)
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)	
Tetiana Fydorenchyk (Jelastic)	
Otavio Santana (Committer Rep)	
Current Projects - 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)	

Action Items: 1. **All - update progress report for week (**Progress Report**)** 2. Update PRogress report with page for links and content sharing. - Karen 3. Get Katacoda pricing information and policy information - Neil 4. Schedule separate call to work through backlog in Content Repository -	

Agenda	Minutes
General discussion **(2mins)**	- Blog about new members - https://blogs.eclipse.org/post/tanja-obradovic/jakarta-ee-marketing-and-branding-committee-levels-new-members
Approval of the previous mtg minutes **(2 mins)**	Approved

Reporting to/from Steering Committee **(5 mins) (Neil)**	- Release 9.1 release plan unanimously endorsed - *https://github.com/eclipse-ee4j/jakartaee-platform/pull/299/files?short_path=770f570#diff-770f570dc09e856cf8c01a1f6397131a0f2fca4cdf88d17586f03784e6a100ca*
	- Jakarta EE Working Group Charter Amendments approved unanimously
	   - See email from Tanja - Mon Feb 8 4:30 PM EST
	   - Option for working groups to review and introduce changes as needed. (eg. new strategic members period of commitment)
	- Joint Jakarta EE and MicroProfile WG Steering Committee Meetings on CN4J
	   - Minutes from initial meeting (link) distributed
	   - Feb 16th meeting scheduled
	- 2021 Program Plan - Q1 Priorities reviewed (link)

Member Activity Tracking Requirements Progress Report (Neil - 5 minutes) All Members must provide ongoing information about their support for Jakarta EE promotion	- Enable posting of links to content for other members to share - Driver is to improve the amplification and SEO value
Q4 2020 Jakarta EE Marketing Operations Report - Q&A (Karen) (10 minutes) ● https://docs.google.com/presentation/d/13IMUc7EkOVyX3X1b36bJJ-kX_IF	- During the call we agree that sending documents at least 5 business days in advance is good practice upcoming attachment in the mailing list. - Move the Q&A to February 25th meeting

Schedule call for announcements section on website (2 minute) - Full website redesign report is coming soon - schedule review of this and integrate announcements section into the discussion.	- Design preview of the design (Invision) - Inspiration from EE 9 release page - Meeting Thursday, Feb 18 11:00 am Eastern
Q1 Events (2 minutes) - DevNexus - booth duty https://docs.google.com/spreadsheets/d/18b2rHLMkwa6hFHy2txNp_LdQy1WVeK0QXdEySCjgjfY/edit#gid=0	- Need retrospective to decide if virtual booth is valuable.
Why Jakarta EE landing page/experience **(Ed) (10 mins)** ● Working Document link can be found here ● 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?**	- Discussed view that much of the intent of the page/experience should be integrated into the website design as has been done to some extent on the Jakarta EE 9 Launch page. - Need to investigate the use of hosted platforms for supporting a hands-on experience. (Neil to investigate KataCoda and others).
Survey on Cloud Native Java From Tanja's email: Emily Jiang led the effort in organizing the initial document and Reza Rahman has published a blog summarizing input from the participants . We ask of you is to please provide your thoughts in this survey. Please refer to the blog for the context and analysis of the presented options. Survey:	

https://www.surveymonkey.com/r/5DQYHYB	
Quarter by Quarter plan review (10 minutes) - link	
Jakarta EE Wikipedia page (5 minutes) **Marketing committee to review and help with updating the content doc** - Schedule a working session	