Jakarta EE Marketing Committee Meeting - November 8, 2018

Agenda

- ✓ Approval of the previous mtg minutes **(5 mins)**
- ✓ Review of actions from last call **(10 mins)**
  - ✓ JG to open pull request and review EE4J projects task, to send an update. Involving Bill and Eric.
  - ○ PW - To communicate to community about glassfish promotion. " We have a lot of interest but want to accelerate" - Call for assistance.
  - ○ PW - To work out strategy on suggesting further involvement from other Jakarta EE members.
- ✓ Reporting to/from Steering Committee (MikeD) **(10 mins)**
- ✓ Dec 14 announcement planning **(10 mins)**
  - ○ Brainstorming
  - ○ Member blog editorial calendar for members to sign up
- ● Parking lot
  - ○ November 15 agenda
    - ■ JakartaOne Live Discussion
    - ■ Jakarta EE Trademark Policy
    - ■ Jakarta EE blog update

Attendees

Dan Bandera - IBM
Amelia Eiras - Tomitribe
Cesar Saavedra - Red Hat
Debbie Hoffman - Payara
Ivar Grimstad - Committer Representative
Jonathan Gallimore - Tomitribe
Ed Bratt - Oracle
Neil Patterson - IBM
Mike Denicola - Fujitsu

Eclipse Foundation representatives:

Stephanie Swart (Eclipse Foundation)
Thabang Mashologu(Eclipse Foundation)

Discussions:
Standardization of Projects -
Jonathan G. posted PR on github with a script to build individual project pages, the same approach as MicroProfile. Noted specific issues that need some work. Would like to schedule a call to move this forward. Next steps:
Ed & Jonathan to meet on Tuesday Nov 13th
Jonathan, Thabang, Stephanie & EF WebDev Manager to meet later in the week to discuss scope, prioritization, etc.

Steering Committee Report (Mike D)
Dan said it was reported that GlassFish is complete, TCKs checked in/code moved to Eclipse. CI Pipelines up & running. There is still work to be done regarding transition/legal details with Oracle surrounding Java trademark. There is interest in the project pages standardization from Steering Committee, general agreement that there needs to be uniform look & feel.

Mike D. reported spec committee is still discussing approval of spec process (The Eclipse Foundation Spec Process that each working group, including Jakarta, can modify & adopt) and there is another meeting today about it.

Dec 14th - still on track.

Dec 14th Announcement Planning

PR / Blogs / Social promotions of the [various announcements](#). Neil asked if there is an opportunity for Twitch or Facebook live to announce, perhaps getting a few people to talk about it in a live feed. Stephanie said people from community could join the Eclipse live stream. Dan said ideally the panel at Code One could be replicated and we should reach out to them first (Ian Robinson, Mark Little, David Blevins, etc).   Amelia suggested the working group call could also do a video. Cesar suggested one-on-one podcast/interview style with each of the panel members. Thabang talked about a live stream on Google hangout they have done in the past, along with 1-2 minute-interviews. "What does the release/milestone mean to you?" or "What are you looking forward to?" Mike D. suggested that there may be excerpts from Town Hall meeting video that could be used. Ivar/Amelia said it's hard to get people on a schedule to do an interview, so Ivar suggested doing it where the people are already - such as Devoxx next week.

Amelia discussed the need for the blog tag & received feedback at conferences that the community is looking for a way to submit blog posts. Recommended to use same format as MicroProfile call for action with direct guidelines as an example.

Mike D. feels December's announcement should be focused on the technology and what has been achieved with GlassFish 5.1 testing, no SQL.

Amelia asked if we would reach out to Infoq & other media. This would be the regular PR process. Requests more insights # contacts, when, performance (metrics).

Thabang said Eclipse is meeting internally regarding the blog today. Thabang will update committee in Nov 15.

Organizing Google Drive
Amelia requested reorganization of some of the files, renaming of folders with one-word. "Content". Mike D. agreed he wouldn't normally look for "blogs" under "social media".

EclipseCon Feedback - Jonathan G.
Had tickets to hand out for people to get drinks with Tomitribe logo, Jakarta EE and MicroProfile logos. Thought idea was good but maybe not overly effective - the ticket wasn't required to get a drink from the bar. Competing against generic tickets. Dan agreed - it

seemed like it was an open bar event. Cesar said it depended on the bar tender. But people didn't feel the need to get the tickets.

Actions:

Jonathan to schedule a meeting with Thabang & Stephanie & EF WebDev Manager to discuss standardization of projects/meeting from Nov 13th.

Amelia to ask David about reaching out to the panel for a live stream/video announcement to do Dec 14th announcement.

Stephanie to flesh out a plan to use video for Dec 14th announcements.

Thabang to confirm whether Dec 14 PR will be embargoed.