Jakarta EE Marketing Committee Meeting - August 6, 2020

Attendees:	Eclipse Foundation:
Cesar Hernandez (Tomitribe)	Shabnam Mayel (Eclipse)
Ryan James (Tomitribe)	Tanja Obradovic (Eclipse)
Neil Patterson (IBM)	Thabang Mashologu (Eclipse)
Ed Bratt (Oracle)	
Melissa Jacobus (Oracle)	
Dominika Tasarz (Payara)	
Eric Meng (Primeton)	
Dan Bandera (IBM)	
Jonathan Gallimore (Tomitribe)	
John Clingan (Red Hat)	

Agenda	Minutes
General discussion	Notes: - Marketing committee meetings will be weekly going forward at the same time using the same call-in number
Approval of the previous mtg minutes **(5 mins)**	**Approved**
Reporting to/from Steering Committee **(10 mins) (Neil)**	Status update of Release 9 ● No specs started for ballot. Some will probably be ready by the end of week. ● Uncertain to hit any date at this point - even October. ● Have additional spec PRs ready for mentoring - approx 5 more in the past week. ● Kevin sent out mail on 7/29 requesting assistance - some progress so far. ● Scott Stark identified a number of process issues Reschedule discussion ● Aligning with EclipseCon (10/19 - 10/22) was discussed ● Eclipse had felt that coordinating "both" simultaneously was too taxing from a logistics perspective ● The group discussed the possibility of "merging" Livestream and the EclipseCon event. ● Getting the first 2-3 specs through the approval process would increase confidence in a projected date.

	● There are issues with TCK failures and GF failures as well ● Team will reconvene to discuss next week when the Eclipse Foundation team is also available.

Community Project / repository (10 mins) (Cesar)
● Waiting for feedback from the Marketing Committee for the email thread "Please open Jakarta EE Collateral for public review" since June 29th.
	● Email thread - Jakarta EE Marketing committee
	● Review process underway with Eclipse Foundation
	  ○ EF doesn't track Google Drive content (needed on Github per EF standard process)
	  ○ Git LFS (large file system) - proposed to use
	  ○ Need the process in place to enable contributions from committee and others - videos, etc. (non-code related)
	  ○ Who would review the content when it is non-code related?
	    ■ Typically reviewed by committers (marketing committee members are committers)
	  ○ Value to committee - opens to more people to contribute
	  ○ Value to contributor - content shared with the community and Jakarta EE viewers
	  ○ https://projects.eclipse.org/proposals/jakarta-ee-collateral
	  ○ Content reviews are conducted by project committers
	    ■ Content posted as pull requests, which are reviewed by committers
	  ○ Git has https://git-lfs.github.com/ to manage binary files

Crowdcast as a platform (5 mins)
  ○ Stats
	● Dan - team feedback on Crowdcast is positive (compared to several others)
	● Ed - Amelia suggested that Zoom would give more of a meeting format - unmute to talk
	● John - experience from MicroProfile (Zoom) meetups - tends to be dominated by same people - may become a free-for-all
	  ○ Crowdcast - immediately available on Youtube after the call
	  ○ Zoom calls require extra work - upload to youtube.
	● Cesar
	  ○ more about the number of channels for consumption of content
	  ○ Can we get simulcast of the live session or shared more broadly
	  ○ May hit limit of Crowdcast (4 presenters)
	● Could we do an A/B test to see if people would interact more if the option was available?
	  ○ Configure as a webinar and have people raise hands to speak
	  ○ May be difficult to manage - need someone who is running the meeting - manages the conversation

Jakarta EE 9 GA Release Marketing Plan Sheet (10 mins) ● Please review and start planning	Did not discuss
Updates on Jakarta EE related user group in China (10 mins)	● Eric ○ Merged Jakarta EE website into China site

● User group logo is created
● Jakarta EE Community China Website (e.g. [Jakarta EE Ambassadors website](#))
● Jakarta EE website in Chinese-MKT CMTE to provide feedback on:
  ○ Create a translation of the existing Jakarta EE (Deployed on a server in China, translate static info and link to dynamic info on jakarta.ee)
  ○ Build a similar website in Chinese on a server in China (building from scratch, translate static info and link to dynamic info on jakarta.ee)
  ○ Discuss who the engagement team is and what is needed / desired from the committee and representatives
	○ Github org started with 7 people having joined
	○ Wants to upload the Youtube content onto Chinese equivalent
	○ WIll work with Chris for already translated content and website review
	● Suggestion from Ed that we add information about this being a "Draft" version so anyone that stumbles on it will be aware it is not official
	  ○ Also link to the specs as they currently exist

Engage with tooling vendors to get their tooling support for Jakarta EE **(7 mins) (Cesar/Jon)** ● David's [proposal](#)- Marketing Committee to review and brainstorm ideas of the next call ● Link to [Data sheet](#) from Ryan-completed, please promote	Did not discuss

Event Planning **(11 mins)**
● **2020 JakartaOne Livestream Events [Doc](#)**
  ○ Marketing Committee members feedback on the doc?
● **JakartaOne Livestream**
  ○ **Date change**
  ○ Invite your teams [submit a paper to Jakarta EE 20](#)20 event
    ● **[Social kit for members to promot](#)e**-please start promoting
    ● CPF is open. Members to promote on their channels
● JakartaOne Livestream Brazil- August 29
  ● Sample social kit
	Did not discuss

- JakartaOne Livestream Español- October 12 - EclipseCon 2020 - Community Day - KubeCon NA-is going to be virtual **J4K conference-13 and 14 Oct** - Virtual Community Booth for members to sign up	