Jakarta EE Marketing Committee Meeting - August 9, 2018

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Review of actions from last call **(5 mins)**
    - Cesar to share MicroProfile event marketing strategy - people had to complete a card (a "booth crawl" of all MicroProfile supporters & get a sticker that they had visited). Then they could go to Red Hat and receive a hoodie. - **CLOSED**
    - Members to review Cesar's marketing assets from Java One for ideas/applicability to Code ONE & provide feedback by Aug. 23 - **OPEN**
    - Amelia to provide an example of the survey requested under Channel Selection in marketing plan draft - **CLOSED**
    - Committee members to review & provide feedback on Metrics section of marketing plan draft before Aug. 16
- Oracle Code ONE 2018
    - Jakarta EE presence and activities
- Review and development of marketing plan **(15 mins)** - build on draft Marketing Plan
- What are the bare minimums required to get the partners' logos onto Jakarta EE site? What about giving participant members credit at random? Give credit? From email 8/2/18- [AEB]
- Doodle poll to decide what day and time works for Community video hangout as discussed in April 2018. [AEB]
- Discuss new members & onboarding **(15 mins)**
    - development of onboarding process and documents for new members
    - How to make it easier for people/companies to get involved - updates to this page? https://jakarta.ee/members/
- Difference between MicroProfile and Jakarta EE **(10 mins)**

Attendees members present (**in bold**):

- **Amelia Eiras - Tomitribe**
- **BJ Hargrave - IBM**
- **Ed Bratt - Oracle**
- **Debbie Hoffman - Payara**
- **Dan Bandera - IBM**
- **Jonathan Gallimore - Tomitribe**
- **Michael DeNicola - Fujitsu**
- **Cesar Saavedra - Red Hat**
- **Ivar Grimstad - Committer Representative**

Eclipse Foundation representatives:
- **Tanja Obradovic** (Eclipse Foundation)
- **Stephanie Swart (Eclipse Foundation)**
- **Thabang Mashologu** (Eclipse Foundation)

Actions

- Meeting minutes for August 2 approved to publish & minutes prior to July 19 approved as no objections were voiced
- Stephanie tweeting the event submission form - marketing committee to retweet.

- Cesar to share MicroProfile event marketing strategy - people had to complete a card (a "booth crawl" of all MicroProfile supporters & get a sticker that they had visited). Then they could go to Red Hat and receive a hoodie.
- Members to review Cesar's marketing assets from Java One for ideas/applicability to Code ONE & provide feedback by Aug. 23
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Discussed
- Members should be promoting the event submission form on Jakarta.ee website (https://docs.google.com/forms/d/e/1FAIpQLSe16i4otNN_8cZ0iXBjZIB_YWgfi_5lq1jzJyU h9zBPnHlIPQ/viewform) to get a more complete picture of who is talking about Jakarta EE & where.
- Ed reported he & Will Lyons feel the use of "new home for cloud-native Java" is fair, if there is an objection in the future it may need to be dropped.
- Code ONE is about same time as EclipseCon Europe, so Eclipse Foundation won't be attending Code ONE. Members with booths at event requested to promote Jakarta EE as well. Dan B. recommended a Jakarta EE placard to add to marketing committees own booths/spaces.
  - Amelia at Code ONE, Jonathan at EclipseCon
  - Cesar at EclipseCon, others from Red Hat at Code One
  - Dan at Code ONE, others from IBM at Code One
- Dates under Action Plan of marketing plan are subject to change but discussed leaving as-is for now.
- Members should be blogging about updates (bootstrapping state of the EE4J projects).

Parking Lot:
- What are the bare minimums required to get the partners' logos onto Jakarta EE site? What about giving participant members credit at random? Give credit? From email 8/2/18- [AEB]
- Doodle pool to decide what day and time works for Community video hangout as discussed in April 2018. [AEB]