Jakarta EE Marketing Committee Meeting - December 3, 2020

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)**	-
Approval of the previous mtg minutes **(2 mins)**	.Approved
Reporting to/from Steering Committee **(5 mins) (Neil)**	- Jakarta EE 9 release - all specs complete and ready to go - Implementations still in process - 2021 Project Plan was approved (link) - Reviewed case study objectives - Reviewed JakartaOne Livestream

Jakarta EE 9 Final Release Marketing Plan Sheet **(10 mins) . Tanja**
 	
● Review JakartaOne Livestream status
● review and finish planning for supporting content
	JakartaOne Livestream (site link)
	- Need more promotion to get registration increase
	- Highlights
	    - Great lineup of talks
	    - Program committee panel
	    - Tribute to Bill Shannon
	    - Keynote
	    - Jakarta EE 10 roundtable
	    - Top contributors recognized
	- Recordings will be available on the same page

Case studies (5 min) (Neil) - Review case study information from Steering Committee call (link)	
Draft of 2021 Jakarta EE Marketing Plan-high	- Discussion on budget

level (30 mins)
 	
Proposed 2021 Jakarta EE Program Plan - Reference document - link
	- What is the quality of the contacts from events (virtual vs face-to-face)?
	- Are the virtual events worth the expense?
	- For events, how do we articulate the value of contribution and committer
	- Content creation - how related to Public Relations?
	   - What type of content will we be looking at?
	   - Early January - have separate call on content planning (Dominika)
	   -

Collateral Repository (5 minutes) - need to start exercising review and approval process as Marketing Committee not external people.	
Progress Report (2 minutes) - Members to update their progress against the specified topic areas.	

● **Jakarta EE Wikipedia page (2 minutes)**
   ● **Marketing committee to review and help with updating the content doc**
   ● Schedule a working session	

Roadmap for Jakarta EE **(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?**	