Jakarta EE Marketing Committee Meeting - July 26, 2018

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Process for meeting minute approval and publishing **(5 mins)**
- Review of actions from last call **(5 mins)**
    - ***Action*** Thabang to send email to all members to remind of deadline to vote on budget - Deadline Mon 23rd 6PM Eastern - **DONE**
- Developing marketing plan **(15 mins)** - building on existing Skeleton Marketing Plan
    - Short term - release of Eclipse GlassFish 5.1 and Eclipse GlassFish 5.2
    - discuss strategy to market monthly milestones
    - Include Amelia's comment on blogs for developers for each of the JSRs, eg microprofile
    - Discussion on marketing targets/KPI's
- Events - build on Conference & Event List (review/add events) **(15 mins)**
    - Jakarta EE at EclipseCon Europe & Code One
- Technical content on jakarta.ee (what we have now, what will be available, gap analysis) **(15 mins)**

Attendees

Marketing Committee 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**

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

Actions:

- Debbie to put process for meeting agenda in google drive
- Marketing committee to review & comment on marketing plan draft. (Amelia to add her ideas mentioned during call later)
- Marketing committee to add events/conferences/workshops not currently on the list. Committee to start filling out column "C" for CFP dates.

Discussed:

- Process for meeting agenda/minutes approval/publishing
- Recap of budget voting: 4 in favor, 2 against for sharing working draft of budget with steering committee. Tanja reported steering committee is reviewing.
- Thabang shared a preliminary Aug-Dec 2018 marketing plan draft for discussion.

- Events & conferences sheet shared, Ed requested tracking of CFP date for each. Thabang suggested reviewing events/conferences page at every meeting as standing agenda item. Amelia suggested our events/conferences attendance doesn't always have to mean having a booth, would like committee to think of other ways to participate (parties/workshops).
- Jakarta.ee homepage updated with additional events. Can also submit community events to list on the page through "submit event" button on the page. "Events" link to be added to navigation of site.

Parking Lot:

- Discuss development of onboarding process and documents for new members e.g. Simon & Ivar
- What are we doing for CodeOne?
- Difference between MicroProfile and Jakarta EE