

Jakarta EE Marketing Committee Meeting - June 13, 2019

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Reporting to/from Steering Committee (Mike D) **(10 mins)**
- Approval of Jakarta EE trademark and logo usage guidelines (Paul/Thabang) **(15 mins)**
 - Jakarta EE Trademark Guidelines (draft [here](#))
 - Jakarta EE Compatibility Trademark License Agreement v0.1 ([here](#))
 - Jakarta EE Brand Usage Handbook ([here](#))
- Update on JCP Specifications License Project (Paul) **(5 mins)**
 - Outreach to Java EE contributors
- Discuss next steps on Jakarta EE 8 Marketing Plan (Thabang) **(10 mins)**
 - Member engagement - plan for compatible products, status of outreach to marketing & social teams
- **Events planning (5 mins)**
 - OracleCodeOne, Devovx BE, KubeCon NA
 - Timeline update: now launching during JakartaOne Livestream (Sep 10)
 - EclipseCon Europe Amelia suggests direct reach out to the members listed under the site.
- Parking lot items
 - Removing the “EE” from “Jakarta EE” for names of events, conferences, etc. **(All) (10 mins)**
 - Discuss how to make better the Jakarta EE elections and use media to push the time to submit to be voted in and for community to vote.
 - [[Amelia/TT] Prioritizing the vote on -1, 0 or +1 on keeping current social media (Twitter management) as it stands today is one topic sent over 1 week ago

Attendees:

Amelia Eiras (Tomitribe)

Jonathan Gallimore (Tomitribe)

Dominika Tasarz (Payara)

Dan Bandera (IBM)

Neil Patterson (IBM)

Edward Bratt (Oracle)

Mike DeNicola (Fujitsu)

Ivar Grimstad

Cesar Saavedra (Red Hat)

Eclipse Foundation:

- Paul White
- Thabang Mashologu

- Tanja Obradovic
- Gabriela Motroc
- Shabman Mayel

Discussed:

- **Previous meeting minutes: Approved**
- **Reporting to/from Steering Committee**
 - The focus has been on issues around getting Jakarta EE 8 out the door
 - Discussions (in the open) around javax continue. Work is being done on the next steps beyond the feedback → nothing has been decided yet
 - The conversation also included the roadmap beyond Jakarta EE 8
 - Revision of the specification process is an active area of work. Vote in the near future for v1.2
 - Trademark name: Jakarta EE
- **Approval of Jakarta EE trademark and logo usage guidelines**
 - Jakarta EE brand usage handbook (draft [here](#)) → Feedback & comments are welcome
 - Jakarta EE Trademark Guidelines (draft [here](#)): Approved
 - Jakarta EE Compatibility Trademark License Agreement v0.1 draft ([here](#))
 - [Website](#) should reflect demarkation between Full Profile and Web Profile, like Oracle
- **Discuss next steps on Jakarta EE 8 Marketing Plan**
 - Version 1.1 is now available. The difference between v1.0 and v1.1 is that Jakarta EE 8 was previously intended to be launched at Oracle Code One; the new launch date is September 10
 - Status of outreach to respective marketing teams: Make sure they are engaged and that the message they push out is consistent with the EF message
 - Identify marketing leaders and share the milestones and timeline with them
- **Events planning**
 - There are 4 major events around Jakarta EE; members' presence at the booth is welcome
 - Align with the messaging at the events
 - Run designs through the EF to make sure the message is consistent
 - EclipseCon Europe 2019 is intended to be the event for cloud native Java; members (especially strategic members) are asked to show support by sponsoring the event

Actions:

- Identify marketing leaders and share the Jakarta EE 8 milestones and timeline with them