

Jakarta EE Marketing Committee Meeting- May 10, 2018

Please note at the Bottom of the summary are details captured on the 5.10.18 call pertaining to the marketing mission and focus areas of the Jakarta EE marketing committee. You will find notes captured under "Working Session Notes"

Marketing Committee members present:

1. Amy Krofssik (IBM)
2. Jonathan Gallimore (Tomitribe)
3. Debbie Hoffman (Payara)
4. Mike DeNicola (Fujitsu)
5. Edward Bratt (Oracle)
6. Cesar Saavedra (Red Hat)

Eclipse Foundation representatives:

7. Thabang Mashologu (Eclipse Foundation)
8. Stephanie Swart (Eclipse Foundation)
9. Paul White (Eclipse Foundation)

Review Minutes from last week:

Goal: Post to broader working group tomorrow. Review any comments made before posting

Work on Marketing Mission Definition/6 Month Calendar/Primary Project Discussion

Working session: Come with ideas/suggestions please. Lets list priority events/projects through November so we can produce a timeline with associated actions.

Website discussion

Lots of email exchanges post call last week on a variety of topics: technical content, architecture, sub-committee option, etc ... Time permitting, let's discuss the threads and best way to progress actions/discussions on website.

Working Session Notes

Mission Statement Purpose:

1. Provide a summary of what the marketing committee is trying to accomplish for Jakarta EE
2. Promote Jakarta EE Technologies through marketing investment(s) areas by audience and produce related metrics

Elements/Detail of our Mission

1. Build Awareness: "The Future of Java is Here" with various audiences
 - Among developers (emphasis on Java EE Developers) Note for Java EE developers we also need specific focus on competitive positioning against other Technologies (Spring, example). "No more Java EE. No worries. Identify means to target this specific group

- Emphasis on Cloud Native/Microservices (Polygot strategy implementation) for all developers
 - Emphasis on business value: Organizations that have demonstrated commitment to Cloud, Microservices, Java - Company/Client Engagements – C-Level:
2. Produce Technology Landscape:
 - What are the products, services, and open standard options)
 - Jakarta EE vs. other options Java EE and other face in the market today.
 - What are other Open Standard Options in the marketplace
 3. Engage Community
 - Developers, Members, Working Group Members
 4. Produce Brand/Content Management
 5. Drive Membership:
 - Increase members – introduce the benefits of working group (New member acquisition): This is essential – its Keeps light on ... requires targeted messaging ...
 6. Establish and Track Marketing Metrics (Produce Marketing Dashboard)
 - Address Measurement Challenges: How To Fix
 - Expect and address GDPR Challenges
 - Expect and address audience-type dependencies - i.e. some things are solid, others not by audience type. Consideration on how to showcase KPI, etc. (by audience)

Discussion on Key Milestones

1. Glass Fish Release – Java EE 8 Compliant – Q3 Target
2. Eclipse Glass Fish Release – Jakarta EE Certified – (Innovation Enabler) – TBD
3. Jakarta One Conference 2019 (SOON)
4. Timeline Calendar – Upcoming Java Events (3rd Party and Virtual) – Up and Running – Lots of Buzz, Where to See Us, Who's Presenting, etc ... (BLOG IDEA?)
5. Create Google Spreadsheet (Tabbed inputs), Roll-Ups, etc ...

Discussion on Audience Types (Eclipse Foundation)

- Increase size of contributors, committers (developers to projects)
- Engage with early adopters
- Broad Developer Community (non-contributors – technical consumers)
- Business Leaders/C-Level (confirm)

We need to articulate Messaging by Audience Type (Above).

30/60/90 Plan Elements:

Awareness Development – “The future is here” – Post announcement ... What's the plan?

“Move to Jakarta EE

1. We can help you Innovate
2. What more can we do with/through JCP Community Communication/Awareness?

