

## Jakarta EE Marketing Committee Meeting - May 17, 2018

Please note that at the bottom of today's minutes are details copied from emails pertaining to the mission statement and social media discussions.

### Agenda

- Review working session notes from 05/10 meeting
- Draft mission statement:
  - Thank you Debbie Hoffman(Payara) for your efforts here. Suggest we screen share and review what you've created.
- Discuss Social Media
- Discuss Website

### Attendees

Marketing Committee members present:

1. Dan Bandera (IBM)
2. Edward Bratt (Oracle)
3. Mike DeNicola (Fujitsu)
4. Amelia Eiras (Tomitribe)
5. Debbie Hoffman (Payara)
6. Cesar Saavedra (Red Hat)

Eclipse Foundation representatives:

7. Thabang Mashologu (Eclipse Foundation)
8. Paul White (Eclipse Foundation)

### Actions:

- Thabang to share draft mission statement with full committee by EOD Fri, May 18 - **DONE**
- Thabang to draft straw-man for social media guidelines by EOD Tue, May 22
- Stephanie to setup Slack channel for committee communications - **DONE**

### Discussed:

- Mission statement:
  - Limit scope of mission statement to Jakarta EE MarketingMarketingI
  - Draft mission statement:
    - “Through various marketing activities we will promote awareness, contributions, adoption, and support of Jakarta EE as the future for Enterprise Java for microservices, cloud-native, light-weight, and traditional enterprise Java applications.”
  - For future consideration
    - Need to define who we are marketing to i.e. target segment e.g. “consumers and producers”, “to developers and organizations”
    - Is there a better way of communicating “future for Enterprise Java”? Perhaps “evolution of”, “fresh start for”

- Social media discussion
  - There needs to be consensus on who will have an official voice on social media. Marketing Committee needs to agree on spokespeople.
  - Next meeting:
    - formal roll call vote or lazy consensus...how do we determine who official spokespeople
    - Structure, governance, processes, including how people are removed from spokesperson role
  - Timing is critical in social media, any processes we develop must address that
  - Must be a policy in place, what we can & cannot say
  - Amelia: Lots of upcoming events to promote, including JPrime

May 2018- <https://jprime.io>

June 2018- OSN: [opensource.north.com](https://opensource.north.com)

Now- Oracle Dev-Tour Japan

June 2018- EclipseCon Toulouse

June 2018- <http://devoxx.pl>

## Details

### Mission Statement:

Debbie:

I thought I'd take a stab at coming up with a few drafts of mission statements to get us started. Please



note keyword: "draft"

To drive the evolution and adoption of Jakarta EE as the new open source platform for cloud-native Java applications with better support for microservices and a faster pace of innovation.

Jakarta EE: The evolution of Java EE to an open source governance model for a new and reliable path to cloud modernization.

Jakarta EE is reinvigorating Java EE through a community-driven, collaborative approach to deliver the technical capabilities developers and businesses need: better support for microservices, native integration with container technologies, and a faster pace of innovation.

Jakarta EE brings new life to Java EE through a community-driven, collaborative approach.

To maybe inspire you to add to these, here are some example mission statements... <https://www.themarketingblender.com/vision-mission-statements/>

Dan:

Jakarta EE Marketing Mission:

To drive awareness of, contributions to, and adoption of Jakarta EE as the future for Enterprise Java for microservices, cloud-native, light-weight, and traditional enterprise Java applications through marketing activities including events/conferences, hackathons, blog posts, social media, analysts and press, and Java user group / meetup reach-out.

## Social Media:

Amelia via email Jakarta EE Social Media [discussion] May 3:  
My task from today's call, thanks for the opportunity:

I suggest that at **least** 3 different peers gain access to Jakarta EE twitter handle & other social media along side with Eclipse team.

Majority vote wins:

1. Reply with a +1 to Y (or what i call a lazy +1)
2. Reply with a -1 and state clearly why N.

Code of Conduct if majority agree there is value on enabling Media admin access across this team. Goal: admin responsibility means to be accountable & keep that trust via actions> trust is not given, trust is earn and kept, not to be taken lightly or for granted.

Do:

- Re-tweet only valuable blogs that talk about Jakarta EE, [ask if writer would like to submit a PR to enable post to be shared also via Jakarta EE blog]
- create a group "simple" signature for all replies from media tool. example: -MktgCmte

Don't:

- do not follow anyone (we ought to not discriminate choosing who is worthy of following)
  - Using MP tweeter handle as an example, we do not follow any individual.
- do not reply to statements (negative or positive) using Jakarta EE media without direct approval of this committee first. Signature applies here when making an statement.