

## Jakarta EE Marketing Committee Meeting - 13 June, 2024 (11:00 ET)

[https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC\\_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000](https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000)

<p><b>Attendees:</b></p> <p>Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Luqman Saeed (Payara) Chiara Civardi (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep) Stallone Anandan (Payara)</p>	<p><b>Eclipse Foundation:</b></p> <p>Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <p><b>Q2 Priorities</b></p> <ul style="list-style-type: none"><li>● Successfully host the Jakarta EE track at Devnexus, Atlanta-Done</li><li>● Finalize and start executing the Jakarta EE 11 release MKT Plan<ul style="list-style-type: none"><li>○ Content</li><li>○ PR &amp; AR preparedness</li></ul></li><li>● Deliver 1 technical video on updated specs</li><li>● Finalize the Technical survey questions</li><li>● Website improvements e.g. Learn page, sponsorship page, spec pages, etc</li><li>● Create and share Recognition Award cards (list provided by MKT CMTE members)</li></ul>	<p><b>Ongoing Priorities</b></p>

<b>Action Items:</b> <ul style="list-style-type: none"> <li>● <b>2023-07-13:</b> Need help updating the components listed in the document at this <a href="#">link</a></li> <li>● <b>2023-11-30:</b> Brainstorm ways to recognize organizers of JakartaOne Livestream events</li> </ul>	<b>Completed:</b> <ul style="list-style-type: none"> <li>●</li> </ul>
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- June 27, 2024 (Neil away)</li> <li>- July 11, 2024</li> </ul>	
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	Jakarta EE 11 release status <ul style="list-style-type: none"> <li>● June 4 update               <ul style="list-style-type: none"> <li>● Most of the above is resolved</li> <li>● GlassFish is passing TCKs that are currently available</li> <li>● Work in progress on use of the refactored Platform TCK - sizable amount of work                   <ul style="list-style-type: none"> <li>○ Approximately 5 people working on this, do not have a definite ETA for completion at this time.</li> </ul> </li> </ul> </li> </ul> Developer Survey <ul style="list-style-type: none"> <li>● Discussed the number of respondents and drop from last year - need to determine how to improve for next year</li> <li>● Noted that promotion via the Java handle was not possible due to use of surveymonkey</li> <li>● Report timeline is in place and will be followed (see marketing committee actions needed in today's agenda)</li> </ul> Technical Survey <ul style="list-style-type: none"> <li>● Survey questions finalized and survey being created.</li> </ul> OCX <ul style="list-style-type: none"> <li>● Discussed the need to promote</li> </ul>

<p><b>2024 Jakarta EE Developer Survey</b></p>	<p><a href="#">Timeline link</a>  Notes: <b>1409 responses as of 31 May</b></p> <p>Discussion: Please prepare for the key areas of input required from members - see timeline.</p>
<p><b>2024 Events</b></p> <ul style="list-style-type: none"> <li>- <b>What do we want to do next year?</b> <ul style="list-style-type: none"> <li>- <b>Track sponsorship?</b></li> <li>- <b>Surround?</b></li> <li>- <b>Other ideas?</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">2024 Conference sheet</a></li> </ul> <p><a href="#">OCX</a> - Information on this new event format</p> <ul style="list-style-type: none"> <li>● <b>Sponsor prospectus can be found via the above link or <a href="#">here</a>.</b></li> <li>● <b>CFP is now closed.</b></li> </ul> <p><b>Action Required:</b></p> <ol style="list-style-type: none"> <li><b>1. Approve Marketing Committee commit funds to support video studio sessions for participant interviews at event. \$5k</b></li> </ol> <ul style="list-style-type: none"> <li>● <b>DevBCN, Barcelona:</b> EF has been offered a community stand. <a href="#">booth sign-up sheet</a> for members to help with staffing the booth <ul style="list-style-type: none"> <li>○ Arjan, Ivar, Eclipse Foundation staff will be at the booth to help</li> </ul> </li> </ul> <p>Jakarta Tech Talk</p> <ul style="list-style-type: none"> <li>- Eric - 2 tech talks planned <ul style="list-style-type: none"> <li>- March 28 (Chinese community)</li> <li>- <b>3Q F2F event (Beijing)-</b>  <b>Dedicate 1k euros to support this event - need to determine how to send the payment</b></li> </ul> </li> </ul> <p>Notes:</p> <ol style="list-style-type: none"> <li><b>1. Eric to send email about the March 28th results.</b></li> </ol>
<p><b>Jakarta EE Technical Survey</b></p> <ul style="list-style-type: none"> <li>- Launch in June/July; keep open for 6 weeks.</li> <li>- Focus on Beyond 11 and full stack Java</li> <li>- Need to build out questions.</li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">The third draft of the survey questions</a></li> <li>● <a href="#">Timeline</a></li> <li>● Deadline for MP committee is on Mon. May 20th.</li> </ul> <p>Notes:</p> <ul style="list-style-type: none"> <li>- Survey Monkey form being created</li> </ul>

	<ul style="list-style-type: none"> <li>- Only a single collector for Members, Community, and EF will be created</li> </ul>
<p><b>Jakarta EE 11 release marketing plan</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Jakarta EE 11 messaging doc</a></li> <li>• <a href="#">Jakarta EE release marketing plan</a></li> </ul>	<p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">PR draft</a> for review by 20 June</li> <li>• Need to determine best date for launch given the delay. <ul style="list-style-type: none"> <li>○ Recommended from PR/AR that we align the announcements at the same time as the actual release so August is still a good time.</li> </ul> </li> <li>• No clear picture of when the release will actually happen.</li> <li>• <b>Action Required:</b> <ul style="list-style-type: none"> <li>○ <b>Member quotes needed as soon as possible</b></li> <li>○ <b>Member blog posts to align with announce date.</b></li> <li>○ <b>Compatible product availability information</b></li> </ul> </li> </ul>
<p><b>Content (Shabnam)</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Video</a> and <a href="#">page</a></li> <li>- <a href="#">Github issue</a></li> </ul> <hr/> <ul style="list-style-type: none"> <li>- Spec documents and video scripts</li> <li>- Starter Project</li> </ul> <hr/> <ul style="list-style-type: none"> <li>- <b>Tech Talk-</b> <ul style="list-style-type: none"> <li>- <a href="#">Sign up sheet</a></li> <li>- <a href="#">Sign up sheet</a> result</li> <li>- <a href="#">Scheduled talks</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Jakarta EE 11 MKT activities:</b> <ul style="list-style-type: none"> <li>○ <a href="#">EE 11 spec image</a></li> <li>○ <a href="#">Theme image for the EE 11 release is in works</a></li> <li>○ <a href="#">video script for the key features release video</a></li> <li>○ <a href="#">EE 11 copy for the release page</a> <ul style="list-style-type: none"> <li>■ Make the cards work like in release 10 with learn more expansion</li> </ul> </li> <li>○ <a href="#">Jakarta EE release page github issue</a></li> </ul> </li> <li>• <b>Swag for Chinese community - 120 Tshirts,120 post cards, 13 zip-up pullovers in production</b> <ul style="list-style-type: none"> <li>○ Eric to send address for shipping</li> </ul> </li> <li>• <b>Community recognition Award cards were sent to Eric's list</b> <ul style="list-style-type: none"> <li>○ complete</li> </ul> </li> <li>• <b>Sponsorship page</b> <ul style="list-style-type: none"> <li>○ <a href="#">Is now live</a></li> </ul> </li> <li>• <b>Finalizing video: Jakarta Persistence</b> <ul style="list-style-type: none"> <li>○ <a href="#">Video is live</a></li> <li>○ 505 views</li> </ul> </li> <li>• <b>Working on a new video for Q2: Jakarta Data</b></li> </ul>

	<ul style="list-style-type: none"> <li>•</li> <li>• Youtube ads for <a href="#">Platform video</a> 782k views from only 1.7k before the ads on April 16</li> <li>• <a href="#">Q1 MKT Operations Updates</a></li> <li>• <a href="#">The second video that is about "Jakarta RESTful web service"</a> is live and being promoted with over 350 views <b>102k+ views as of 16 April</b></li> <li>• <b>We are running ads on How to Contribute (218k views), become a committer (188k views) and Why Jakarta EE videos (112k views)</b></li>   <li>• <b>community recognition card:</b> <ul style="list-style-type: none"> <li>○ Need criteria for nominations to receive these.</li> <li>○ Awarded to those who have contributed significantly to share about Jakarta EE <ul style="list-style-type: none"> <li>■ Organizing events (live and virtual)</li> <li>■ Translation work (Project management - prioritize what should be translated and who should do the work)</li> <li>■ Event participation <ul style="list-style-type: none"> <li>● Deliver talks</li> <li>● Work in booth</li> <li>● Help with livestream/recording</li> </ul> </li> <li>■ Contributions to the specs/projects</li> </ul> </li> </ul> </li>   <li>• <b>content updates to the specs pages issues</b> here: <a href="https://github.com/jakartaee/jakarta.ee/issues">https://github.com/jakartaee/jakarta.ee/issues</a></li> </ul>
<p><b>Jakarta EE – Future Vision Initiative</b> <b>[was: Beyond Jakarta EE 11]</b></p>	<p>The <a href="#">working document</a> has been updated/replaced with a new one that better organizes the material, defines the steps and status of each, and provides some guidance on the responsibilities for the various ideas that were generated. From the <a href="#">document</a>, the following outlines these steps and progress. Neil is working on this. We should have an update by 5/30</p> <ol style="list-style-type: none"> <li>1. [Complete] Brainstorm about directions we should take Jakarta EE after release 11 is out. This will involve working sessions with the Steering Committee, Spec Committee, Marketing Committee and member organizations.</li> <li>2. [Complete] Generate a working document that will influence the next generation of specs, messaging, content, and more.</li> </ol>

	<ol style="list-style-type: none"> <li>3. [In Progress] Integrate top ideas into the technical survey to gather feedback.</li> <li>4. [In Progress] Deliver specification and working group recommendations to relevant committees.</li> <li>5. [In Progress] Form an <a href="#">interest group</a> (Name TBD) to prioritize and explore the topics in greater detail, especially those beyond the typical Jakarta EE scope. Initial participation interest: Microsoft, Payara, IBM, Oracle. Tomitribe</li> </ol>
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> <li>- Portuguese (January 19, 2024)</li> <li>- Determine what regional events will be run and when</li> </ul>	<p><a href="#">2023 JakartaOne Livestream Report deck</a></p> <p><b>2024 JakartaOne Livestreams</b></p> <ul style="list-style-type: none"> <li>- Look to the communities for their tentative dates so we can plan out the calendar for the year. <ul style="list-style-type: none"> <li>- Chinese- September 26th.</li> <li>- December 3 - JakartaOne LiveStream (main event) <ul style="list-style-type: none"> <li>- CFP opening near end of June</li> </ul> </li> <li>- Spanish? - still awaiting feedback from team</li> <li>- Japanese-will be confirmed by April, most probably July-August. Shabnam working with Kenji on this.</li> </ul> </li> </ul>
<p><b>2024 Planning</b></p> <ul style="list-style-type: none"> <li>- <b>Marketing Plan (<a href="#">link</a>)</b></li> </ul>	<ul style="list-style-type: none"> <li>- Looking at the breakdown into quarterly goals</li> <li>- <a href="#">Marketing plan 2024 has the content plan per quarter</a></li> </ul>
<ul style="list-style-type: none"> <li>- Increase Jakarta EE adoptions: members to help measure -</li> <li>-</li> <li>- <b>Jakarta EE Update - Member tracking spreadsheet (<a href="#">link</a>)</b></li> </ul>	<p>Notes:</p> <ul style="list-style-type: none"> <li>- Sonatype - can we gain access to some of the Maven Central data that is relevant to Jakarta EE? <ul style="list-style-type: none"> <li>- Cesar to investigate the API to see what is possible.</li> </ul> </li> </ul>