

Jakarta EE Marketing Committee Meeting - 2 May, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000

<p>Attendees:</p> <p>Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Chiara Civardi (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep)</p>	<p>Eclipse Foundation:</p> <p>Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects</p> <p>Q1 Priorities</p> <ul style="list-style-type: none">● Successfully host the Portuguese JakartaOne Livestream● Deliver the 2024 developer survey● Create a successful experience for Devnexus in April-Done● Create a Jakarta EE 11 Release MKT Plan● Deliver 2 Jakarta EE dedicated articles in the EF community newsletters in Q1-Done● Focus on Asia market:<ul style="list-style-type: none">○ 1 Tech Talk in Chinese● Deliver 1 Jakarta EE Spec video (Jakarta Persistence)-Done● Website improvements e.g. Learn page, spec pages, etc- Done <p>Q2 Priorities</p> <ul style="list-style-type: none">● Successfully host the Jakarta EE track at Devnexus, Atlanta-Done● Finalize and start executing the Jakarta EE 11	<p>Ongoing Priorities</p>

<ul style="list-style-type: none"> release MKT Plan <ul style="list-style-type: none"> ○ Content ○ PR & AR preparedness ● Deliver 1 technical video on updated specs ● Finalize the Technical survey questions ● Website improvements e.g. Learn page, spec pages, etc 	
<p>Action Items:</p> <ul style="list-style-type: none"> ● 2023-07-13: Need help updating the components listed in the document at this link ● 2023-11-30: Brainstorm ways to recognize organizers of JakartaOne Livestream events 	<p>Completed:</p> <ul style="list-style-type: none"> ● 2022-09-01: Investigate simulcast of Livestream to multiple platforms ● 2022-09-01: blockers for consumption of Jakarta EE ● 2023-06-01: Review platform video by 8 June ● 2023-04-20: Dominika - start revision of Datasheet for Tool vendors (update to Jakarta EE 10) ● 2023-06-01: Review the updates to the Tool Vendor datasheet (see item below) by June 15th meeting. ● 2023-06-15: Feedback on tutorial chapter ordering (link) ● 2023-09-21: Neil - organize meetings with member orgs and committees re Beyond Jakarta EE 11 plans ●

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - May 2, 2024 - May 16, 2024 (Neil away) 	
Approval of the previous mtg minutes (2 mins)	<ul style="list-style-type: none"> - Add a note about the extra session for the Technical Survey question review
Steering Committee - report	Reviewed Jakarta EE 11 status <ul style="list-style-type: none"> - All specs in M2 are complete.

- Fully expect to have ballots started for all wave 5 specs this week or next.
 - Hope to have these ballots initiated this week
 - We are approximately 3 weeks late with Wave 5 at this time
- Not changing Jakarta EE 11 “GA” plans at this time.

Reviewed Devnexus results

- Must make our content/presence more relevant to the audience, in terms of trends and Spring dominance, and consciously drive to respond to these requirements
- The positioning of Jakarta EE and MicroProfile remains a source of some confusion

Other topics covered

- Technical Survey status
- OCX event - CFP open until May 31
- Jakarta EE – Future Vision Initiative - interest group

Notes:

1. Ed - should consider the dates as likely going to slip. The current plan is a best case scenario with lots of possibility of not making the date.

2024 Jakarta EE Developer Survey

[Timeline link](#)

Notes: **1068** responses as of 1 May, we are behind [last year's results of 1463](#)

Members:

Date 2024		1 May	Date		2 May
Location	Link	1068	Location	Link	1463
Member Companies		98	Member Companies		166
IBM	https://www.surveymon	4	IBM	https://www.surv	11
Microsoft	https://www.surveymon	0	Microsoft	https://www.surv	14
Payara	https://www.surveymon	1	Payara	https://www.surv	14
Oracle	https://www.surveymon	0	Oracle	https://www.surv	13
Tomitribe	https://www.surveymon	0	Tomitribe	https://www.surv	0
Fujitsu	https://www.surveymon	12	Fujitsu	https://www.surv	30
Princeton	https://www.surveymon	81	Princeton	https://www.surv	84

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Japanese Community Translation Link	https://www.surveymonkey.com/s/ef-community-japanese	26	Date		2 May
Chinese Community Translation Link	https://www.surveymonkey.com/s/ef-community-chinese	15	Japanese Community Translation Link	https://www.surveymonkey.com/s/ef-community-japanese	6
CVICSE	https://www.surveymonkey.com/s/ef-community-cvicse	15	Chinese Community Translation Link	https://www.surveymonkey.com/s/ef-community-chinese	78
Apusic	https://www.surveymonkey.com/s/ef-community-apusic	2	CVICSE		114
AsianInfo	https://www.surveymonkey.com/s/ef-community-asianinfo	2	Apusic		15
TongTech	https://www.surveymonkey.com/s/ef-community-tongtech	24	TongTech		2
Portuguese Community Translation Link	https://www.surveymonkey.com/s/ef-community-portuguese	1	Portuguese Community Translation Link	https://www.surveymonkey.com/s/ef-community-portuguese	7
Spanish Community Translation Link	https://www.surveymonkey.com/s/ef-community-spanish	17	Spanish Community Translation Link	https://www.surveymonkey.com/s/ef-community-spanish	22

- [All collector links are here.](#)

- [Social kit](#) to promote

- Translations are being added to survey monkey

- [Draft 2024 questions](#)

Discussion: need more promotional help from committee members. Eric reports substantial promotional effort on his part, just recently. Thank you Eric! Hoping to get more member association/connections engaged in promotional materials

Notes:

1. Promote the timing along with social posts to give people a clear about the end of the survey
2. Ed to test the Oracle link to confirm it is capturing the data correctly

2024 Events

- What do we want to do next year?
 - Track sponsorship?
 - Surround?
 - Other ideas?

- [2024 Conference sheet](#)

JCON Booth Opportunity:

- May 14-16
- Free EF Booth in exchange of promoting the event in EF Community newsletter and social channels
- 200 Free EF member tickets with Code: **ECLIPSE-AT-JCON**
- [Booth sign up sheet](#)

Reach out to Shabman for more details.

[OCX](#) - Information on this new event format

- Save-the-date is live via this [link](#).
- The name of the Java event is **Open Code for Java**

	<ul style="list-style-type: none"> • Sponsor prospectus can be found via the above link or here. • CFP is now open. Here are the topics for Open Community for Java. please submit talks it closes on 31 May • Program committee is being formed to manage the event. <p>Cop Open Community Experience – Open Community for Java CFP open through end of May – CFP Link</p> <p>Jakarta Tech Talk</p> <ul style="list-style-type: none"> - Eric - 2 tech talks planned <ul style="list-style-type: none"> - March 28 (Chinese community) - 3Q F2F event (Beijing) <p>Notes:</p> <ol style="list-style-type: none"> 1. Eric to send email about the March 28th results.
<p>Jakarta EE Technical Survey</p> <ul style="list-style-type: none"> - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full stack Java - Need to build out questions. 	<ul style="list-style-type: none"> • The first draft of the survey questions <p>Notes:</p> <ul style="list-style-type: none"> - Survey questions reviewed and updated. - Next steps - need to send out to project team(s) for review <ul style="list-style-type: none"> - MP & Jakarta EE - Reza to review the updated version and share with the MP committee.
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Portuguese (January 19, 2024) - Determine what regional events will be run and when 	<p>2023 JakartaOne Livestream Report deck</p> <p>2024 JakartaOne Livestreams</p> <ul style="list-style-type: none"> - Look to the communities for their tentative dates so we can plan out the calendar for the year. <ul style="list-style-type: none"> - Chinese- September 26th. - Spanish? - Japanese-will be confirmed by April, most probably July-August

Jakarta EE 11 release marketing plan

- [Jakarta EE 11 messaging doc](#)
- [Jakarta EE release marketing plan](#)

Notes:

- [Jakarta EE release marketing plan](#)
- We need help from steering committee to finalize the [key technical messaging](#) to start working on the release page, release videos and other promotional materials for EE 11.
- Email request sent to Ed for action on document update (Feb 21) and again (March 6)
- [Milestone 2 related Devnexus presentation](#) (Ivar)
- We need a working session on the messaging document - suggest May 9

Content (Shabnam)

Why Jakarta EE

- [Video](#) and [page](#)
- [Github issue](#)

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- Spec documents and video scripts
 - Starter Project

- Tech Talk-

- [Sign up sheet](#)
- [Sign up sheet](#) result
- [Scheduled talks](#)

- Working on [Q1 MKT Operations Updates](#)
- Sponsorship page
 - [Is now live](#)
- Finalizing video: Jakarta Persistence
 - [Video is live](#)
 - 378 views
- Working on a new video for Q2: Jakarta Data
- April newsletter:
 - Featured committer will be Ed Burns (Microsoft)
- Youtube ads for [Platform video](#) 782k views from only 1.7k before the ads on April 16
- [The second video that is about "Jakarta RESTful web service"](#) is live and being promoted with over 350 views
102k+ views as of 16 April
- We are running ads on How to Contribute (218k views), become a committer (188k views) and Why Jakarta EE videos (112k views)
- Working on a community recognition card
 - Need criteria for nominations to receive these.
 - Awarded to those who have contributed significantly to share about Jakarta EE
 - Organizing events (live and virtual)
 - Translation work (Project management - prioritize what should be translated and who should do the work)
 - Event participation
 - Deliver talks

	<ul style="list-style-type: none"> • Work in booth • Help with livestream/recording ■ Contributions to the specs/projects <ul style="list-style-type: none"> • learn page (live) is being updated by Specification guides and video guides: updated design • content updates to the specs pages issues here: <p>https://github.com/jakartaee/jakarta.ee/issues</p> <p>Note:</p> <ul style="list-style-type: none"> - Can we use the GitHub repo or content views on social popularity to determine what video/learning content to create next? - Let's look at the CTA options for the videos to drive greater engagement. E.g. tutorials, starter
<p>Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11]</p>	<p>The working document 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 document, the following outlines these steps and progress.</p> <ol style="list-style-type: none"> 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. 2. [Complete] Generate a working document that will influence the next generation of specs, messaging, content, and more. 3. [In Progress] Integrate top ideas into the technical survey to gather feedback. 4. [In Progress] Deliver specification and working group recommendations to relevant committees. 5. [In Progress] Form an interest group (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
<p>2024 Planning</p> <ul style="list-style-type: none"> - Marketing Plan (link) 	<ul style="list-style-type: none"> - Looking at the breakdown into quarterly goals - Marketing plan 2024 has the content plan per quarter
<ul style="list-style-type: none"> - Increase Jakarta EE adoptions: 	<p>Notes:</p>

<p>members to help measure -</p> <ul style="list-style-type: none">-- Jakarta EE Update - Member tracking spreadsheet (link)	<ul style="list-style-type: none">- Sonatype - can we gain access to some of the Maven Central data that is relevant to Jakarta EE?<ul style="list-style-type: none">- Cesar to investigate the API to see what is possible.
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