### Jakarta EE Marketing Committee Meeting - February 22, 2024 (11:00 ET)

[https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SI4Esq-wRZalzog5P8sAow4hpSS FLAksdfTCN6th5T?startTime=1611842890000](https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SI4Esq-wRZalzog5P8sAow4hpSS FLAksdfTCN6th5T?startTime=1611842890000)

### Attendees:
- Yuichi Kusano (Fujitsu)
- Neil Patterson (IBM)
- Alasdair Nottingham (IBM)
- Emily Jiang (IBM)
- Ed Bratt (Oracle)
- Melissa Jacobus (Oracle)
- Dominika Tasarz (Payara)
- Jadon Ortlepp (Payara)
- Eric Meng (Primetron)
- Cesar Hernandez (Tomitribe)
- Jonathan Gallimore (Tomitribe)
- Ryan St James (Tomitribe)
- Reza Rahman (Microsoft)
- Otavio Santana (Committer Rep)

### Eclipse Foundation:
- Shabnam Mayel (Eclipse Foundation)
- Tanja Obradovic (Eclipse Foundation)

### Current Projects

**Q1 Priorities**
- Successfully host the Portuguese JakartaOne Livestream
- Deliver the 2024 developer survey
- Create a successful experience for Devnexus in April
- Create a Jakarta EE 11 Release MKT Plan
- Deliver 3 Jakarta EE dedicated articles in the EF community newsletters in Q1
- Focus on Asia market:
  - 1 Tech Talk in Chinese
  - Deliver 1 Jakarta EE Spec video (Jakarta Persistence)
  - Website improvements e.g. Learn page, spec pages, etc

### Ongoing Priorities

-
### Action Items:
- **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.

### Completed:
- **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

<table>
<thead>
<tr>
<th></th>
<th>Minutes</th>
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<tbody>
<tr>
<td>General discussion (2mins)</td>
<td>-</td>
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<tr>
<td>Upcoming Meetings</td>
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<tr>
<td>- February 22</td>
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<td>- March 7</td>
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<td>Approval of the previous mtg minutes (2 mins)</td>
<td>Approved</td>
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<tr>
<td>Steering Committee - report</td>
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<td><strong>2024 Events</strong></td>
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<tr>
<td>- What do we want to do next year?</td>
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<tr>
<td>- Track sponsorship?</td>
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<td>- Surround?</td>
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<td>- Other ideas?</td>
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### Minutes

- **2024 Conference sheet**

DevNexus - see [planning sheet](#), need latest member logos for the banner:
- [Booth sign-up Sheet](#)
- [Social Kit to promote the event](#)

### Notes:
- Schedule not yet available for sessions across the tracks; anticipate it will be available next week. Share when available.
- Still waiting on registration numbers but hearing we need to do better on promotion.
  - Perhaps ask organizer to blog in support of the track and content
  - Promo videos from key speakers
- Emphasis is on promoting the workshop and the track

**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**
- Sponsor prospectus can be found via the above link or [here](#).

Jakarta Tech Talk

<table>
<thead>
<tr>
<th>Jakarta EE Technical Survey</th>
<th>2024 Jakarta EE Developer Survey</th>
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<tbody>
<tr>
<td>- Launch in June/July; keep open for 6 weeks.</td>
<td>Timeline link</td>
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<td>- Focus on Beyond 11</td>
<td>- Collector links are created, will share with members and various communities closer to launch</td>
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<td>- Need to build out questions.</td>
<td>- Social kit is being worked on</td>
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**Notes:**
- Please provide initial reviews on the content of the survey. It is an early draft.
- Questions related to the Beyond Jakarta EE 11 work will be added before the survey is done.
- Potential to add content about MicroProfile
- Extend review until March 21, 2024
- Extend invitation to MicroProfile and Adoptium groups to integrate more of a full-stack Java flavor into the survey
- Need to make it available for comments to broader community groups
- Make OmniFish aware of the desire to open the scope of this survey - Tanja

**2024 Jakarta EE Developer Survey**

- Confirm which communities are interested in translating the questions
- Portuguese, Chinese and Spanish translation confirmed
**Draft 2024 questions**

**Notes:**
- Collector links created
- Social kit coming as soon as survey is ready

### JakartaOne Livestream - regional
- Portuguese (January 19, 2024)
- Determine what regional events will be run and when

### 2023 JakartaOne Livestream Report deck

### 2024 JakartaOne Livestreams

- Look to the communities for their tentative dates so we can plan out the calendar for the year.
  - Chinese-pending date
  - 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:

### Content (Shabnam)

**Why Jakarta EE**
- **Video** and page
- Github issue

**Spec documents and video scripts**
- Starter Project

**Tech Talk**
- Sign up sheet
- Sign up sheet result
- Scheduled talks

**EF March Newsletter:** will feature an articles from Ivar (Spring and Jakarta EE) and one from Emily (AI and Jakarta EE)

**Youtube ads for Platform video** went live on 19 Feb, 26k views from only 1.7k before the ads

**The second video that is about “Jakarta RESTful web service”** is live and being promoted with over 350 views

**36k+ views as of Feb 21**

- Started working on a new video: Jakarta Persistence
  - Working to condense the Video script

**Q4 MKT Operations Update Report**

- learn page (live) is being updated by Specification guides and video guides
- content updates to the specs pages issues here:

https://github.com/jakartaee/jakarta.ee/issues
- We are creating an **infographic of the 2023 Jakarta EE Survey** report to promote leading up to the release of 2024 Jakarta EE Developer survey
  - Is created and being added to the website

**Note:**
- Marketing plan 2024 has the content plan per quarter

| - Increase Jakarta EE adoptions: members to help measure |
| - Jakarta EE Update - Member tracking spreadsheet (link) |

**Notes:**
- Sonatype - can we gain access to some of the Maven Central data that is relevant to Jakarta EE?
  - Cesar to investigate the API to see what is possible.

| - Jakarta EE - Beyond 11 (Neil) |
| - Start to brainstorm on directions we should take Jakarta EE |
| - Involve Steering Committee, Platform team, Spec Committee, Marketing |
| - Member contributors - have discussions within member organizations |

**Proposal put forward to Steering Committee and accepted.** Document for discussion and ideation created - [link](#)

**Timeline:**
- November/December - meetings being scheduled
  - IBM
  - Microsoft (Reza)
  - Oracle (Will, Ed, Melissa)
  - Payara (Dominika)
  - Tomitribe (Cesar)
  - Primeton (Eric)
  - Fujitsu (Yuichi)
  - Committers (Otavio)

**Notes:**
- Neil to send out an email outlining the possible creation of an Interest Group to support forward looking activity for the Jakarta EE Working Group
- Neil to consolidate the input in the Beyond Jakarta EE 11 document and send out an update with an initial set of priorities.

| - 2024 Planning |
| - Marketing Plan (link) |

- Looking at the breakdown into quarterly goals
- Marketing plan 2024 has the content plan per quarter