

Jakarta EE Marketing Committee Meeting - 27 March 2025 (11:00 ET)

<https://eclipse.zoom.us/j/190310950>

Attendees: 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)	Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Priorities Q1: <ul style="list-style-type: none">• Field and promote the 2025 Jakarta EE developer survey• Successfully host the Jakarta EE track at Devnexus, Atlanta<ul style="list-style-type: none">◦ Booth success◦ Track Promotion• Create a successful experience for JavaOne in March<ul style="list-style-type: none">◦ Booth success◦ Talk Promotion• Launch and promote the release of Jakarta EE 11 as it becomes available• Deliver 1 Jakarta EE dedicated article in the EF community newsletters in Q1• Deliver 1 how-to guides• Deliver 1+ blogs to share the results of the Cloud Native Java Survey• Focus on Asia market:<ul style="list-style-type: none">◦ 1 Tech Talk in Chinese	Ongoing Priorities

Action Items:	Completed:

Agenda	Minutes
General discussion (2mins)	Reza: <ul style="list-style-type: none"> - Email about JDConf promotion - partnership aspects - see social kit below for assets to promote - Jakarta EE Ambassadors - Guide to Contributing to Jakarta EE 12 - socialize to join the conversation <ul style="list-style-type: none"> - Guide - Discussion thread
Upcoming Meetings <ul style="list-style-type: none"> - April 10 - April 24 	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<p>Jakarta EE Web Profile 11 release is open for ballot as of March 24!</p> <p>Platform should have a target by end of April</p> <p>Lengthy discussion on the IBM and Red Hat have proposed to “Host MicroProfile in Jakarta EE”</p> <ul style="list-style-type: none"> • The proposal is here: • See the MicroProfile Steering Committee Meeting - March 18th, 2025 for the discussion of the proposal at this meeting
2025 Jakarta EE Developer Survey	<ul style="list-style-type: none"> • <u>2025 Jakarta EE Developer Survey Timeline</u> <ul style="list-style-type: none"> ○ Social Kit to promote Report <ul style="list-style-type: none"> ■ 418 as of 26 March ■ 193 as of 20 March ○ Slide to promote the survey ○ Blog is live announcing the survey ○ Survey <u>preview link in survey monkey</u> ○ <u>Questions to review</u> and provide feedback by 4 Feb

<p>Jakarta EE 11 release marketing plan</p> <ul style="list-style-type: none"> • Jakarta EE 11 messaging doc • Jakarta EE release marketing plan 	<p>Notes:</p> <p>Request from Steering</p> <ul style="list-style-type: none"> ○ Is it to promote the release of Jakarta NoSQL 1.0. have been approved and thank the project team involved? Done <ul style="list-style-type: none"> ■ First spec following entire Jakarta EE process ■ Otavio will be submitting an article about this spec and the process Done, Thanks Otavio • PR draft • Social kit to promote as the release becomes available <p>2025-03-13</p> <ul style="list-style-type: none"> - Members to send over any information about compatible implementations and timing for Jakarta EE 11 <p>2025-03-20</p> <ul style="list-style-type: none"> - Core Profile promotion <ul style="list-style-type: none"> - Articles - Who will own? - Starter Kit sharing - - Blog by Ivar - How are we going to promote compatible implementations for Core Profile and Web Profile, before the PR when the Platform is announced? <p>2025-03-27</p> <ul style="list-style-type: none"> - Promotion of the contributor guide (Jakarta EE 12) - Possible article/blog re Proposal around MicroProfile/Jakarta EE and implications.
<p>2025 Events</p> <ul style="list-style-type: none"> - What do we want to do next year? <ul style="list-style-type: none"> - Track sponsorship? - Surround? - Other ideas? 	<ul style="list-style-type: none"> - 2025 Conference sheet - JCON Europe (May 12-May 15 Cologne) <ul style="list-style-type: none"> - Sign-up sheet for the booth - Social Kit to Promote the Booth and Jakarta EE Talks - JDConf - virtual (Microsoft) - April 9-10 <ul style="list-style-type: none"> - Social kit to promote - Sessions will be occurring from 1 from RedHat, 1 from Oracle, 2 from IBM, Broadcom. There might be a few sessions on-demand TBA - 5344+ registrations as of March 27.

	<p>Javaland sponsorship (April 1-3) Nürburgring, Germany. 5k Euros potentially shared with 2 other Java related WGs-Approved</p> <ul style="list-style-type: none">- <u>Social kit to promote the talks and Business lounge</u>- <u>Sign up sheet to support the booth We need help with booth staffing</u>-- Payara and Microsoft will be in attendance. Will help staff the booth as availability permits. <p>JavaOne sponsorship:</p> <p>Feedback:</p> <ul style="list-style-type: none">• Good conference and important for our community• We had great visibility as sponsors and very central booth position• We had full room and people standing at Ivar's talk(58 scanned badged in room) and we heard Helidon and Payara talks were well attended• The event stats are not available, but we overheard from organizers it was at the capacity which is 600 people and it is perceived as a success• We had good booth interaction (180 scans / leads) and positive feed back, however many people are still not aware of what Jakarta EE is• We got additional visibility in the Microsoft keynote as well! <p>Thank you Microsoft!</p> <p>2025-03-27</p> <ul style="list-style-type: none">- Sessions were recorded - should be available shortly- Possibly looking at larger venue for future <p>Beyond your sponsorship here are the opportunities:</p> <ol style="list-style-type: none">1. We're hosting a Java luminary summit (agenda TBD) as a Day 0 activity on March 17th - Shabnam will explore details (2/20)2. There's an unconference planned for JavaOne on March 20th <p>2025-03-20</p> <ul style="list-style-type: none">- JavaOne prelim report?

<p>2025 Planning</p> <ul style="list-style-type: none"> - Reference - 2024 Marketing Plan (link) 	<p>2025 MKT Plan 2025 MKT Plan by quarter</p> <p>Notes:</p> <ul style="list-style-type: none"> - Review Metrics <ul style="list-style-type: none"> - Metrics - are these the right items to track? - Why are we not seeing as much tracked for members? <ul style="list-style-type: none"> - We should review the submissions monthly in the spreadsheet - Add content to community news - Should we look to increase our social presence? Instagram? Blue Sky?
<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>Jakarta Tech Talks</p>	<p>2025 JakartaOne Livestreams</p> <ul style="list-style-type: none"> ● JakartaOne Japan: F2F event on 30 July at Microsoft office in Tokyo <ul style="list-style-type: none"> ○ We need to create a page to add a description, CFP, registration speakers, etc. ○ Program committee for now: <ul style="list-style-type: none"> ■ Microsoft: Yoshio Terada (chair) ■ IBM: Takaikyo Tanaka ■ Red Hat: Satoshi Set ■ NEC: Youta Takao ■ Fujitsu: Youichi Kusano ○ If other members are interested in participating, please reach out to Kenji ● With requests from community to organize more F2F JakartaOne events we think it's best JakartaOne.org website to expand the JakartaOne brand beyond the current livestream format. This update will modernize the site's look and feel while also repositioning JakartaOne as the umbrella brand for all Jakarta EE event types. ● Scope of the Revamp: <ul style="list-style-type: none"> ○ Modern redesign of the site (structure, layout, fonts, imagery, etc.) ○ Rebrand JakartaOne Livestream into JakartaOne (umbrella brand) ○ Update the JakartaOne logo to remove "Livestream" and reflect the broader scope

	<ul style="list-style-type: none"> • Add dedicated sections/pages for: <ul style="list-style-type: none"> ○ JakartaOne Face-to-Face Conferences (e.g., Japan event in July) ○ JakartaOne JUG Tours (Ivar's JUG talks repackaged and tracked on a dedicated page) ○ JakartaOne Tech Talks (currently called Jakarta Tech Talks – webinar series) ○ JakartaOne Livestream (virtual events under the existing format) • Chinese livestream will take place on Sept 25th- <ul style="list-style-type: none"> ○ Chinese Livestream community discussion - minutes <p>Notes:</p> <p>2025 Vendor talks Signup Sheet</p> <ul style="list-style-type: none"> - Eric - will discuss Chinese livestream with the community and try to get a date for the next meeting <ul style="list-style-type: none"> - jianguo.ma@microsoft.com - Reza recommended to get involved - Also looking for Oracle to get someone local engaged. - Emily - hosting quarterly Tech Talks beyond the Livestream events. <ul style="list-style-type: none"> - Would be good to understand the impact of these and raise visibility <p>2025-03-2</p> <ul style="list-style-type: none"> - Chinese Livestream community discussion - minutes
<p>Other Content (Shabnam)</p> <hr/> <ul style="list-style-type: none"> - Spec documents and video scripts - Starter Project <hr/> <ul style="list-style-type: none"> - Tech Talk- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks 	<ul style="list-style-type: none"> ● Content Preference Survey-launch in Q2 will share the questions for review on our next call ● <u>Jakarta NoSQL and Persistence Explained</u>-Please review and provide feedback by 26 March-targeting to launch on April 8 on the learn page ● Discuss Implementation of the Starter mockup that was created in Sep 2023 <ul style="list-style-type: none"> ○ 26 March: reached out to Kito, he will get back to us ○ 20 March: Involving someone without the

**background could cause more problems -
check with Kito to see what can be done.**

- **March Newsletter includes an article by Chiara Civardi from Payara on the 25th anniversary of enterprise Java**
- Any topic suggestions or interest in participating Feb or March EF newsletter?
- Starting to work on a number of Technical guides and how tos:
 - **How to Use Jakarta Data with the Jakarta EE Starter, - **pause until Jakarta EE 11 is available****
 - **Getting Started with Advanced Jakarta Data: Queries, Expressions, and Transactions**
 - **Write up on how to use Jakarta RESTful Web Services and Jakarta Persistence**
- [Jakarta EE Community deck is updated](#)
- **Jakarta EE 11 MKT activities:**
 - [Zoom backgrounds](#)
 - [Preview release Page, github issue](#)
 - [Jakarta EE 11 release video](#)
 - [EE 11 spec image](#)
 - [Theme image for the EE 11 release](#)
 - [EE 11 copy for the release page](#)
 - Make the cards work like in release 10 with learn more expansion
 - [Jakarta EE release page github issue](#)

Action Items:

Program Plan goal:

https://docs.google.com/presentation/d/1F_moVpxn0u30qaq-QHNqp8NL9Pg4_6DWR-BvdqB1Bdw/edit#slide=id.g325477d6211_0_80

2025-01-23

- Reza - start building a set of proposals for non-spec related contributions (theme - If I only had the time)
 - Ideal for new people to dig into - eg dev advocates looking to engage
 - Tanja to provided the [github repo link](#) for tracking these items
- Consider renaming the github repo to reflect the focus on community contributions. (Outreach, Advocacy, Community)
- Look at promoting the repo on the "Get Involved" page.

2025-03-13

- Name should reflect what we want to accomplish with this repo - Advocacy - promote technology and its use
- Get people more engaged and contribute beyond the spec

	<div>process</div> <div>- Shabnam to research who can help with this.</div>
--	---