Jakarta EE Marketing Committee Meeting - 24 April 2025 (11:00 ET)
https://eclipse.zoom.us/j/190310950

Attendees:	Eclipse Foundation:
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)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)

Current Priorities
Q2:
 	
● **Event Support (booth success & talk promotion)**
  ○ **JCON Germany**
  ○ **Javaland**
 	
● **Website improvements e.g. Learn page, spec pages, Starter page, etc**
 	
● **Deliver 1 how to guides**
●
● **Close the 2025 developer survey (June 5)**
	Ongoing Priorities

Action Items:	**Completed:**

Agenda	Minutes
General discussion **(2mins)**	Tanja - question about Chinese community communication. Can we use any translation service / tool especially for live translation in meetings. Eric - tools available are not good enough unfortunately. At the moment best way is to use community member live translation, Emily and Eric. Jakarta EE 11 - proposal from Reza to have a talk or two about the full release; Ed/Jared - Jakarta TechTalks (virtual); perhaps a separate Jakarta Data talk as well. - Reza to ask Ed about timing for platform. (late May/June?) - Reach out to **Gavin**, Otavio, Nathan about Jakarta Data talk
Upcoming Meetings - 8 May - 22 May	
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	Jakarta EE 11 status ○ **Tentative** schedule thoughts ■ April 30 TCK complete ■ May 15 CCR created and mentor review started ■ May 19 start ballot (complete 7 to 14 days) Additional commentary: 12 currently failing persistence tests. Connector tests failing Servlet and JSP (ClassLoader problem) Jakarta EE 12 status ○ Plan review ballots for specifications proposed for EE 12 have started. ○ Could be two new projects (under discussion) - Jakarta Query, Jakarta HTTP ○ Looking for members intending to deliver compatible implementations in the EE12 schedule. Jakarta EE Community Update - proposed ○ Jakarta EE 11 Delivery update ○ Jakarta EE 12 Planning ○ Marketing Update

	○ Open discussion
2025 Jakarta EE Developer Survey	● 2025 Jakarta EE Developer Survey Timeline 　○ **Social Kit to promote** 　○ **Report** 　　■ **1126 as of 23 April** 　　■ **944 as of 8 April, 59% of responses are from Chinese community. We need help from members to balance the paraticipation** 　　■ **418 as of 26 March** 　　■ 193 as of 20 March 　○ Slide to promote the survey 　○ Blog is live announcing the survey 　○ Survey preview link in survey monkey 　○ Questions to review and provide feedback by 4 Feb Note: 1. Need a big push from members to increase the count over the last month. Survey closes June 5. 2. Promote at JCON Europe in May - QR code for survey (Neil to create)
Jakarta EE 11 release marketing plan ● Jakarta EE 11 messaging doc ● Jakarta EE release marketing plan	**Notes:** ● **PR draft** ● **Social kit to promote as the release becomes available** 2025-03-13 　- **Members to send over any information about compatible implementations and timing for Jakarta EE 11** 20205-03-20 　- **Core Profile promotion** 　　- **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?** 2025-03-27 　- **Promotion of the contributor guide (Jakarta EE 12)** 　- **Possible article/blog re Proposal around MicroProfile/Jakarta EE and implications.**

	2025-04-10/24
	- Jakarta EE 11 - proposal from Reza to have a talk or two about the full release; Ed/Jared - Jakarta TechTalks (virtual); perhaps a separate Jakarta Data talk as well.
	    - Reza to ask Ed about timing for platform. (late May/June?)
	    - Reach out to **Gavin**, Otavio, Nathan about Jakarta Data talk
	    - Jakarta Persistence talk would be valuable as well (Gavin?)

Jakarta EE Contribution Github Repo
- Non-spec related contributions
	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 process
	- Shabnam to research who can help with this.
	2025-04-24
	- Who do we need to engage to gain traction with submitting ideas? Ambassadors? Members? JUGs?
	    - Initial attention from Ambassadors; Reza tied up on Starter through July
	- Who is going to lead this effort for the Marketing group?
	    - Ed - talk to Daniel (on team) about JUG engagement - Eastern Europe
	    - Neil - bring up on Future Directions call
	- Need backlog of talks/blogs
	    - Jakarta Data, Persistence, other new/updated content
	- Pursue NA/India/other JUG areas
	- Look at conferences and conference organizers to promote Jakarta EE content (Ryan)
	- Speaker bureau - promote as resource for groups to get access to qualified Jakarta EE speakers (Neil)

Jakarta EE Use Cases & Success Stories	**2025-04-24** - Desperate need for use cases - can point to vendor case studies along with a small write-up. - Create a use case landing page with pointers to vendor case studies - Short description about role of Jakarta EE in the case study, even if the actual case study doesn't explicitly call out Jakarta EE (Neil - also reach out to Dominika) - Employment opportunities for new Java developers

	- Showcase industries and areas where Java is dominant

2025 Events
- **What do we want to do next year?**
   - **Track sponsorship?**
   - **Surround?**
   - **Other ideas?**
	- [2025 Conference sheet](#)
	- **JCON Europe (May 12-May 15 Cologne)**
	   - **Sign-up sheet for the booth**
	   - [**Social Kit to Promote the Booth and Jakarta EE Talks**](#)
	- **JDConf - virtual (Microsoft) - April 9-10**
	   - **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.**
	   - **Can we get an update on the final registrations and attendance? Overall impressions of the event and content?**
	      - **7000+ registrations**
	      - **150 live attendees**
	      - **Hundreds of on demand views**
	
	Javaland sponsorship (April 1-3) Nürburgring, Germany. 5k Euros potentially shared with 2 other Java related WGs-Approved
	   - **Social kit to promote the talks and Business lounge**
	   - **Sign up sheet to support the booth We need help with booth staffing**
	   -
	   - Payara and Microsoft will be in attendance. Will help staff the booth as availability permits.
	JavaLand Feedback?

2025 Planning - **Reference - 2024 Marketing Plan ([link](#))**	[2025 MKT Plan](#) [2025 MKT Plan by quarter](#) Notes: 1. Review plan by quarter - look at 2Q activities
JakartaOne Livestream - regional - Portuguese (January 19, 2024) - Determine what regional events will be run and when	**2025 JakartaOne Livestreams** ● **Annual Livestream**

Jakarta Tech Talks	○ Program committee is being finalized and added to the website - link **JakartaOne Japan: F2F event on 30 July at Microsoft office in Tokyo** ○ Meeting with the organizers within the next two weeks to discuss the next steps for the event e.g. CFP, promotion, etc ○ The event page is in the process to be created by EF webdev team - With requests from community to organize more F2F JakartaOne events we think it's best **JakartaOne.org website to expand the JakartaOne brand (launch in Q3-Q4)** 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: ○ 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 - Add dedicated sections/pages for: ○ 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) **Notes:** **[2025 Vendor talks Signup Sheet](#)** **2025-03-2** **Chinese Livestream community discussion - minutes** **2025-04-24** **Chinese Livestream - 25 September (link)**
Other Content (Shabnam)	

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- Spec documents and video scripts
- Starter Project

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- **Tech Talk-**
  - **Sign up sheet**
  - **Sign up sheet** result
  - **Scheduled talks**
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- ● **Content Preference Survey-launch in Q2 will**
  - ○ Questions to review by 16 April
  - ○ Timeline
- ● **Q1 MKT Operations Report is in works**
  - ○ **To help improve the visibility of the learn page, we need help from members to provide backlinks to this page, guides, etc. on their blogs, website and anywhere else possible**
- ● **Jakarta NoSQL and Persistance Explained**-
  - ○ targeting to launch on April 15 on the learn page
- ● **Discuss Implementation of the Starter mockup that was created in Sep 2023**

  - ○ 23 April: reached out to Kito, he will get back to us

- ● **May/June newsletter: Any topic suggestions or volunteers?**
- ● 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-QHNgp8NL9Pg4_6DWR-BvdqB1Bdw/edit#slide=id.g325477d6211_0_80

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