

## Jakarta EE Marketing Committee Meeting - 8 May 2025 (11:00 ET)

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

<b>Attendees:</b> 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)	<b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Serina El Salibi (Eclipse Foundation)
<b>Current Priorities</b> <b>Q2:</b> <ul style="list-style-type: none"><li>• Event Support (booth success &amp; talk promotion)<ul style="list-style-type: none"><li>◦ JCON Germany</li><li>◦ Javaland</li></ul></li><li>• Develop a brand and website enhancement plan for the JakartaOne website</li><li>• Develop a brand and website enhancement plan for the Jakarta EE website</li><li>• Launch and promote the release of Jakarta EE 11 as it becomes available</li><li>• Support the JakartaOne Japan organizers to host a F2F event in July</li><li>• Launch and promote the content preference survey</li><li>• Website improvements e.g. Learn page, spec pages, Starter page, etc</li><li>• Deliver 1 how to guide</li></ul>	<b>Ongoing Priorities</b>

<b>Action Items:</b>	<b>Completed:</b>

<b>Agenda</b>	<b>Minutes</b>
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- 22 May</li> <li>- 5 June</li> </ul>	<ul style="list-style-type: none"> <li>- Met with Chinese community members (Emily, Tanja and Eric), trying to figure out how we can have more collaborations with the Chinese community e.g. EE 11 release activities</li> <li>- Liferay has rejoined Eclipse Foundation as a Contributing Member and Jakarta EE as a Participant Member.</li> </ul>
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> <li>- Jakarta EE 11 progress:               <ul style="list-style-type: none"> <li>• 2 weeks delay for the Platform release</li> <li>• Making good progress to make the release happen in Q2</li> <li>• TCK team is asking for the list of priorities</li> </ul> </li> <li>- Minor updates will be made to the charter and the prospectus.</li> <li>- Jakarta EE WG meetings will be scheduled soon (17 June) to meet with the community.</li> <li>- Good first issue creation will be in works</li> <li>- Mentor program: community leaders and committers to be available to help and nurture some of the new contributors</li> <li>- Q1 report is in works</li> </ul>
<b>2025 Jakarta EE Developer Survey</b>	<ul style="list-style-type: none"> <li>● <u>2025 Jakarta EE Developer Survey Timeline</u> <ul style="list-style-type: none"> <li>○ <a href="#">Social Kit to promote</a></li> <li>○ <a href="#">Report</a> <ul style="list-style-type: none"> <li>■ <b>1333 as of 7 May</b></li> <li>■ <a href="#">Slide to promote the survey</a></li> </ul> </li> <li>○ Blog is live announcing the survey</li> <li>○ Survey preview link in survey monkey</li> <li>○ <u>Questions to review</u> and provide feedback by 4 Feb</li> </ul> </li> </ul>

	<p>Note:</p> <ol style="list-style-type: none"> <li>1. Need a big push from members to increase the count over the last month. Survey closes June 5.</li> <li>2. Promote at JCON Europe in May - QR code for survey (Neil to create)</li> </ol>
<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>Notes:</p> <ul style="list-style-type: none"> <li>• <a href="#">PR draft</a></li> <li>• <b><u>Social kit to promote as the release becomes available</u></b></li> </ul> <p><b>2025-04-10/24</b></p> <ul style="list-style-type: none"> <li>- 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. <ul style="list-style-type: none"> <li>- Reza to ask Ed about timing for platform. (late May/June?)</li> <li>- Reach out to <b>Gavin</b>, Otavio, Nathan about Jakarta Data talk</li> <li>- Jakarta Persistence talk would be valuable as well (Gavin?)</li> </ul> </li> <li>- <b>When the Platform and full release becomes available, we have the following plan for promotion:</b> <ul style="list-style-type: none"> <li>- PR and AR to promote that the full release is now available</li> <li>- Official EF Blog to promote the release</li> <li>- Social campaign to promote the release of Jakarta EE Platform, updates to specifications, interviews with community members</li> <li>- Launch and promote the Jakarta EE 11 release page including promotions on social, reddit, paid ads, newsletters</li> <li>- Launch and promote the Jakarta EE 11 key highlights video</li> <li>-</li> </ul> </li> </ul>
<p><b>Jakarta EE Contribution Github Repo</b></p> <ul style="list-style-type: none"> <li>- Non-spec related contributions</li> </ul>	<p><b>2025-01-23</b></p> <ul style="list-style-type: none"> <li>- Reza - start building a set of proposals for non-spec related contributions (theme - If I only had the time) <ul style="list-style-type: none"> <li>- Ideal for new people to dig into - eg dev advocates looking to engage</li> <li>- Tanja to provided the <a href="#">github repo link</a> for tracking these items</li> </ul> </li> <li>- Consider renaming the github repo to reflect the focus on community contributions. (Outreach, Advocacy, Community)</li> <li>- Look at promoting the repo on the "Get Involved" page.</li> </ul> <p><b>2025-03-13</b></p> <ul style="list-style-type: none"> <li>- Name should reflect what we want to accomplish with this repo - Advocacy - promote technology and its use</li> <li>- Get people more engaged and contribute beyond the spec process</li> <li>- Shabnam to research who can help with this.</li> </ul> <p><b>2025-04-24</b></p> <ul style="list-style-type: none"> <li>- <b>Who do we need to engage to gain traction with submitting ideas? Ambassadors? Members? JUGs?</b> <ul style="list-style-type: none"> <li>- Initial attention from Ambassadors; Reza tied up on Starter through July</li> </ul> </li> <li>- <b>Who is going to lead this effort for the Marketing group?</b></li> </ul>

	<ul style="list-style-type: none"> <li>- Ed - talk to Daniel (on team) about JUG engagement - Eastern Europe</li> <li>- Neil - bring up on Future Directions call</li> <li>- Need backlog of talks/blogs <ul style="list-style-type: none"> <li>- Jakarta Data, Persistence, other new/updated content</li> </ul> </li> <li>- Pursue NA/India/other JUG areas</li> <li>- Look at conferences and conference organizers to promote Jakarta EE content (Ryan)</li> <li>- Speaker bureau - promote as resource for groups to get access to qualified Jakarta EE speakers (Neil)</li> </ul> <p>8 May meeting:</p> <ul style="list-style-type: none"> <li>- Inviting everyone to get involved and start raising attention to this repository.</li> </ul>
<b>Jakarta EE Use Cases &amp; Success Stories</b>	<p>2025-04-24</p> <ul style="list-style-type: none"> <li>- Desperate need for use cases - can point to vendor case studies along with a small write-up.</li> <li>- Create a use case landing page with pointers to vendor case studies <ul style="list-style-type: none"> <li>- 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)</li> </ul> </li> <li>- Employment opportunities for new Java developers <ul style="list-style-type: none"> <li>- Showcase industries and areas where Java is dominant</li> </ul> </li> </ul>
<b>2025 Events</b> <ul style="list-style-type: none"> <li>- What do we want to do next year? <ul style="list-style-type: none"> <li>- Track sponsorship?</li> <li>- Surround?</li> <li>- Other ideas?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">2025 Conference sheet</a></li> <li>- <a href="#">OSCA conference (Africa)</a>, \$1.5k was approved by the MKT CMTE last year. As we are preparing for this event, the <a href="#">CPF is now open</a> if members are interested in participating-Mid August.</li> <li>- JPrime and Geecon: Otavio will be attending</li> <li>- JCON Europe (May 12-May 15 Cologne) <ul style="list-style-type: none"> <li>- <a href="#">Sign-up sheet for the booth</a></li> <li>- <a href="#">Social Kit to Promote the Booth and Jakarta EE Talks</a></li> </ul> </li> <li>- JDConf - virtual (Microsoft) - April 9-10 <ul style="list-style-type: none"> <li>- <a href="#">Social kit to promote</a></li> <li>- Sessions will be occurring from 1 from RedHat, 1 from Oracle, 2 from IBM, Broadcom. There might be a few sessions on-demand TBA</li> <li>- 5344+ registrations as of March 27.</li> <li>- Can we get an update on the final registrations and attendance? Overall impressions of the event and content? <ul style="list-style-type: none"> <li>- 7000+ registrations</li> <li>- 150 live attendees</li> <li>- Hundreds of on demand views</li> </ul> </li> </ul> </li> </ul>

	<p><b>Javaland sponsorship (April 1-3) Nürburgring, Germany. 5k Euros potentially shared with 2 other Java related WGs-Approved</b></p> <ul style="list-style-type: none"> <li>- <b><u>Social kit to promote the talks and Business lounge</u></b></li> <li>- <b><u>Sign up sheet to support the booth</u> We need help with booth staffing</b></li> <li>-</li> <li>- Payara and Microsoft will be in attendance. Will help staff the booth as availability permits.</li> </ul> <p><b>JavaLand Feedback?</b></p>
<p><b>2025 Planning</b></p> <ul style="list-style-type: none"> <li>- <b>Reference - 2024 Marketing Plan (<a href="#">link</a>)</b></li> </ul>	<p><a href="#">2025 MKT Plan</a></p> <p><a href="#">2025 MKT Plan by quarter</a></p> <p>Notes:</p> <ol style="list-style-type: none"> <li>1. Review plan by quarter - look at 2Q activities</li> </ol>
<p><b>JakartaOne Livestream</b> - 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><b>Jakarta Tech Talks</b></p>	<p><b>2025 JakartaOne Livestreams</b></p> <ul style="list-style-type: none"> <li>● <b>Annual Livestream</b> <ul style="list-style-type: none"> <li>○ Program committee is being finalized and added to the website - <a href="#">link</a></li> </ul> </li> <li>● <b>JakartaOne Japan: F2F event on 30 July at Microsoft office in Tokyo</b> <ul style="list-style-type: none"> <li>○ Meeting with the organizers within the next two weeks to discuss the next steps for the event e.g. CFP, promotion, etc</li> <li>○ The event page is in the process to be created by EF webdev team</li> </ul> </li> <li>● With requests from community to organize more F2F JakartaOne events we think it's best <b>JakartaOne.org website to expand the JakartaOne brand (launch in Q3-Q4)</b> 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.</li> <li>● Scope of the Revamp: <ul style="list-style-type: none"> <li>○ Modern redesign of the site (structure, layout, fonts, imagery, etc.)</li> <li>○ Rebrand JakartaOne Livestream into JakartaOne (umbrella brand)</li> <li>○ Update the JakartaOne logo to remove "Livestream" and reflect the broader scope</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>● Add dedicated sections/pages for: <ul style="list-style-type: none"> <li>○ JakartaOne Face-to-Face Conferences (e.g., Japan event in July)</li> <li>○ JakartaOne JUG Tours (Ivar's JUG talks repackaged and tracked on a dedicated page)</li> <li>○ JakartaOne Tech Talks (currently called Jakarta Tech Talks – webinar series)</li> <li>○ JakartaOne Livestream (virtual events under the existing format)</li> </ul> </li> </ul> <p><b>Notes:</b></p> <p><a href="#">2025 Vendor talks Signup Sheet</a></p> <p><b>2025-03-2</b></p> <ul style="list-style-type: none"> <li>- Chinese Livestream community discussion - <a href="#">minutes</a></li> <li>- Rough schedule is ready</li> </ul> <p><b>2025-04-24</b></p> <ul style="list-style-type: none"> <li>- Chinese Livestream - 25 September (<a href="#">link</a>) <ul style="list-style-type: none"> <li>- Request for video recording from EF-10 minutes by 18 September</li> </ul> </li> </ul>
<p><b>Other Content (Shabnam)</b></p> <hr/> <p>-----</p> <ul style="list-style-type: none"> <li>- Spec documents and video scripts</li> <li>- Starter Project</li> </ul> <hr/> <p>-----</p> <ul style="list-style-type: none"> <li>- Tech Talk- <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>Content Preference Survey-launch in Q2 will</b> <ul style="list-style-type: none"> <li>○ <a href="#">Questions to review by 15 May</a></li> <li>○ <a href="#">Timeline</a></li> </ul> </li> <li>● <a href="#">Q1 MKT Operations Report is in works</a> <ul style="list-style-type: none"> <li>○ <b>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</b></li> </ul> </li> <li>● <b><u>Jakarta NoSQL and Persistence Explained-</u></b> <ul style="list-style-type: none"> <li>○ targeting to launch on April 15 on the learn page-live on the website and is being promoted</li> </ul> </li> <li>● <b>Discuss Implementation of the <a href="#">Starter mockup</a> that was created in <a href="#">Sep 2023</a></b> <ul style="list-style-type: none"> <li>○ 23 April: reached out to Kito, he will get back to us</li> </ul> </li> <li>● <b>May newsletter: creating an article on Jakarta EE 12 work and progress</b></li> <li>● Any topic suggestions or interest in participating Feb or March</li> </ul>

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\\_moVpxn0u30gaq-QHNgp8NL9Pg46DWR-BvdqB1Bdw/edit#slide=id.g325477d6211\\_0\\_80](https://docs.google.com/presentation/d/1F_moVpxn0u30gaq-QHNgp8NL9Pg46DWR-BvdqB1Bdw/edit#slide=id.g325477d6211_0_80)

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