Jakarta EE Marketing Committee Meeting - 22 May 2025 (11:00 ET)
https://eclipse.zoom.us/j/190310950

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
Alasdair Nottingham (IBM)	Serina El Salibi (Eclipse Foundation)
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)	

Current Priorities	Ongoing Priorities

Q2:
 	
 • Event Support (booth success & talk promotion)
   ◦ JCON Germany
   ◦ Javaland
 • Develop a brand and website enhancement plan for the JakartaOne website
 • Develop a brand and website enhancement plan for the Jakarta EE website
 • Launch and promote the release of Jakarta EE 11 as it becomes available
 • Support the JakartaOne Japan organizers to host a F2F event in July
 • Launch and promote the content preference survey
 • Website improvements e.g. Learn page, spec pages, Starter page, etc
 • Deliver 1 how to guide	

Action Items:	Completed:

Agenda	Minutes
General discussion **(2mins)**	- Need to promote the June 17th community update webinar once confirmed.

Upcoming Meetings
  - 5 June
  - 19 June	

Approval of the previous mtg minutes **(2 mins)**	Approved

Steering Committee - report	**Appreciation for Reza Rahman's Contributions**
	
	● Reza has left Microsoft. Reza has made many contributions to Java EE and Jakarta EE over the years, including his recent contributions to the Jakarta EE Working Group and the Steering and Marketing Committees. We appreciate his many contributions and hope to see his continued engagement in the community. Thank you Reza.
	
	● Note from the Eclipse Foundation:
	
	    Reza was elected as the Enterprise Rep to the Steering Committee, so he was elected as an Individual. The seat does not belong to Microsoft. We can all refer to the Ops Guide for greater information on this
	
	    https://www.eclipse.org/org/workinggroups/operations.php#elected-member-representative
	
	    Note that as defined in the Eclipse Bylaws and Eclipse Foundation Working Group Process, individuals are elected to committees (and not the member organisation). That is, the governing body is composed of individuals (natural persons). The net result is that the member organisation of the elected representative does not get to appoint someone else as the elected representative if, for example, their employee leaves their company. Instead, it is the governing body's (in this case Steering and Marketing Committee) decision whether to leave

	the seat vacant or request the Eclipse Foundation to call an election to fill the seat for an interim period. While the seat is vacant, it will not count towards achieving quorum. ● The Steering Committee should discuss whether we want the seat filled. I recommend we discuss briefly, give Committee members the chance to consider the issue, then vote at the next meeting on whether to request an election. Actions: May 22: Need to request that new member (Life Ray) funds be allocated to marketing for extra digital work and swag for JakartaOne livestream-Chinese and Japanese (see goals) May 22: Does the Marketing Committee wish to hold an election to fill the seat vacated by Reza? ● Consensus - would like to have an election to fill the seat for the marketing committee as soon as possible.
2025 Jakarta EE Developer Survey	● 2025 Jakarta EE Developer Survey Timeline 　○ **Social Kit to promote** 　○ **Report** 　　■ **1503 as of 21 May** 　　■ Slide to promote the survey 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** ● **Full release social kit** ● **Social kit to promote as the release becomes available** **2025-05-22** - **Jakarta EE 11 - Need someone to do a talk or 2 about the full release (Reza no longer available) - Otavio - will coordinate to get speakers.** - 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?)
	- When the Platform and full release becomes available, we have the following plan for promotion:
	  - PR and AR to promote that the full release is now available
	  - Official EF Blog to promote the release
	  - Social campaign to promote the release of Jakarta EE Platform, updates to specifications, interviews with community members
	  - Launch and promote the Jakarta EE 11 release page including promotions on social, reddit, paid ads, newsletters
	  - Launch and promote the Jakarta EE 11 key highlights video
	  -

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?
	  - ???
	- 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)
	8 May meeting:
	- Inviting everyone to get involved and start raising attention to this repository.
	22-May meeting:
	- Ed to follow up with Daniel about JUG engagement
	- Neil to follow up on Speaker bureau engagement

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
	
	2025-05-22
	 - Example of a case study (<u>Alinma Bank - Liberty</u>) which could be referenced (linked) from a short explanation post on a Jakarta EE case study page
	 - <u>Draft of the Case Study page</u> to work with MKT CMTE members to develop

2025 Events
 - **What do we want to do next year?**
   - **Track sponsorship?**
   - **Surround?**
   - **Other ideas?**
	- [2025 Conference sheet](#)
	 - **[OSCA conference (Africa)](#), $1.5k was approved by the MKT CMTE last year.** As we are preparing for this event, the [CPF is now open](#) if members are interested in participating-Mid August.
	 - JPrime and Geecon: Otavio will be attending
	 - **JCON Europe (May 12-May 15 Cologne) - 1600 registrations/~1000 attendees (looking to open to more people, including students for low or no cost)**
	   - **Tanja to provide feedback**
	     - **Good event; vibrant community**
	     - **Good representation across Eclipse groups, Adoptium, Jakarta EE,**
	     - **Solid understanding of Jakarta EE - attendees well informed; Looking for Jakarta EE 11 information**
	     - **Popular - Enterprise applications using AI**
	       - **Need to raise profile in committees**
	   - **Emily**
	     - **Lots of deeper discussions with attendees**
	     - **MicroProfile & Jakarta EE technologies were well represented**
	     - **Java@30 celebration was fun**

2025 Planning - **Reference - 2024 Marketing Plan ([link](#))**	[2025 MKT Plan](#) [2025 MKT Plan by quarter](#) Notes:

	May 22:
	1. Discuss website update options and solicit feedback from members on ideas and priorities (including pages that need work) a. [Feedback document](#), please add your input by **31 May** 2. Review plan by quarter - look at 2Q activities

JakartaOne Livestream - regional
  - Portuguese (January 19, 2024)
  - Determine what regional events will be run and when
 	
Jakarta Tech Talks
	2025 JakartaOne Livestreams
	
	● **Annual Livestream**
	  ○ 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](#)** - **Rough schedule is ready** **2025-04-24** - **Chinese Livestream - 25 September ([link](#))** - **Request for video recording from EF-10 minutes by 18 September**

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](#)**
        -
	● **Content Preference Survey-launch in Q2 will**
	  ○ [Questions to review by](#) **30 May**
	  ○ [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-**
	  ○ **live on the website and is being promoted**
	● **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 newsletter: creating an article on Jakarta EE 12 work and progress**
	● **Opportunity to include a [Jakarta EE related article](#) in the iJUG newsletter-Summer issue.**
	  ○ **Otavio - suggested adding graphic about Jakarta EE 11 (differences) to the article.**
	● 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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