Jakarta EE Marketing Committee Meeting - 26 June 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)	
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**
 • **Support the JakartaOne China organizers to host a F2F event in July**
 • **Deliver 1 Jakarta EE dedicated article in the EF community**
 • **Launch and promote the content preference survey**
 • **Website improvements: Refreshed the Starter page**
 • **Deliver 1 how to guide**	

Action Items:	**Completed:**

Agenda	Minutes
General discussion **(2mins)**	-
Upcoming Meetings - 3 July - 17 July	Revise to 10 July 24 July
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	A community update call was held during the steering committee meeting.
Jakarta EE 11 release marketing plan ● Jakarta EE 11 messaging doc ● Jakarta EE release marketing plan	**Notes:** ● **PR Final** ● **Full release social kit** ● **Release page: https://jakarta.ee/release/11/** ● **Preview Release page** ● **Social kit to promote as the release becomes available** **2025-06-26** - PR released, landing page is live, blog posted, social media promotion is ongoing, email to over 3k contacts is sent - **Please amplify on Linkedin and X** - Tech Talks scheduled to celebrate the release: Mike Redlich on 25 June-done, Ed Burns and Arjan on 5 August - **Please do a supporting blog post that points to the official EF Blog and/or PR.** - **Promote the Tech Talks (June 25 and August 5)** **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. The newsletter about this is now live

	- 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
	  - Scheduling a Tech talk on 25 June with Jared and Ed Burn potentially inviting other community members suggested by Otavio to participate
	  - Please do a supporting blog post that points to the official EF Blog and/or PR.
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Jakarta EE Contribution Github Repo
- Non-spec related contributions
	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
	05-June:
	- Need to clarify what objective for speaker bureau. Do we need to create a Speaker Bureau page/list and recruit people?

Jakarta EE Use Cases & Success Stories	2025-06-26 - Describe any possible client stories in <u>Draft of the Case Study page</u> 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 (Alinma Bank - Liberty) which could be referenced (linked) from a short explanation post on a Jakarta EE case study page - Draft of the Case Study page 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

2025 Planning
- **Reference - 2024 Marketing Plan (link)**
	2025 MKT Plan
	2025 MKT Plan by quarter
	
	Notes:
	 Jun 26, 2025
	-Please review website refresh timeline and the new proposed Jakarta EE navigation. Provide feedback in the navigation tab by leaving comments.
	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 **12-June**
	  2. Review plan by quarter - look at 2Q activities
	
	June 5:
	  1. Shabnam working with design team on 2 possible design updates. Please provide feedback by 12 June so any input gets considered as part of the design process.

2025 Surveys	● 2025 Jakarta EE Developer Survey Timeline
	  ○ Social Kit to promote
	  ○ Collector Report
	    ■ **Closed at 1700**

	● **Content Preference Survey is launched on 17 June** 　○ **Collector:** 　　**https://www.surveymonkey.com/r/JakartaEEMembers** 　○ 62 responses as of 26 June 　○ Social kit to promote Notes: Jun 26, 2025 　-　**Continue to promote the Content Preference Survey**
JakartaOne Livestream - regional 　-　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 　○ **CFP is now open** 　○ **Social kit to promote** 　○ **2025 Vendor talks Signup Sheet** ● **JakartaOne Japan: F2F event on 30 July at Microsoft office in Tokyo** **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** **2025-06-05** 　-　**Chinese Livestream** 　　-　**Serina - kickoff last week of June** 　　-　**Button for register now points to WW event; remove or disable for now.** 　　-　**CFP is live.** 　　-　**What platform will be used? CrowdCast caused some issues.** 　　　-　**OBS directly to EF Youtube and other channels.** 　-　**December event** 　　-　**Program committee set** 　　-　**Webpage updated (link), including registration** 　　-　**Vendor signup sheet available at link above**

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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	● Wiki page for Jakarta Data-is final and will go live next week
	● Content Preference Survey-launch on 17 June
	  ○ Collector: https://www.surveymonkey.com/r/JakartaEEMembers
	  ○ Timeline
	● Q1 MKT Operations Report-Please review and provide feedback by 12 June
	  ○ 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-please see the report
	● Starter mockup is implemented and will go liv**e soon**
	● May newsletter: Article on Jakarta EE 12 work is live
	  ○ 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**
	● Jakarta EE Community deck is updated
	● **Jakarta EE 11 MKT activities:**
	  ○ **Zoom backgrounds**
	  ○ Jakarta EE release page github issue