

## Jakarta EE Marketing Committee Meeting - 27 June, 2024 (11:00 ET)

[https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC\\_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLakSsdfTCN6th5T?startTime=1611842890000](https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLakSsdfTCN6th5T?startTime=1611842890000)

<p><b>Attendees:</b></p> <p>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)</p>	<p><b>Eclipse Foundation:</b></p> <p>Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <p><b>Q2 Priorities</b></p> <ul style="list-style-type: none"><li>● Successfully host the Jakarta EE track at Devnexus, Atlanta-Done</li><li>● Finalize and start executing the Jakarta EE 11 release MKT Plan<ul style="list-style-type: none"><li>○ Content</li><li>○ PR &amp; AR preparedness</li></ul></li><li>● Deliver 1 technical video on updated specs</li><li>● Finalize the Technical survey questions</li><li>● Website improvements e.g. Learn page, sponsorship page, spec pages, etc</li><li>● Create and share Recognition Award cards (list provided by MKT CMTE members)</li></ul>	<p><b>Ongoing Priorities</b></p>
<p><b>Action Items:</b></p>	<p><b>Completed:</b></p>

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings - July 11, 2024	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> <li>● Jakarta EE 11 Status: The release is delayed. More time needed for TCK, might be delayed for a few months. Member companies are invited to help with the work required for TCK.</li> <li>● Q2 report in progress</li> <li>● Jakarta EE 11 Messaging document is final</li> <li>● OC for Java around 100 submissions.</li> <li>● Proposal for interest group was submitted</li> <li>● Tanja is leading the Java programs within the EF</li> </ul>
<p><b>2024 Events</b></p> <ul style="list-style-type: none"> <li>- <b>What do we want to do next year?</b> <ul style="list-style-type: none"> <li>- <b>Track sponsorship?</b></li> <li>- <b>Surround?</b></li> <li>- <b>Other ideas?</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">2024 Conference sheet</a></li> </ul> <p><a href="#">OCX</a> - Information on this new event format</p> <ul style="list-style-type: none"> <li>● <a href="#">Social kit</a> to promote registration</li> <li>● Sponsor prospectus can be found via the above link or <a href="#">here</a>.</li> <li>● Program committee is reviewing the submissions and will notify the speakers before 15 July.</li> <li>● <b>Note: JavaOne had 50 talks in the Java EE track</b></li> </ul> <p><b>Action Required:</b></p> <ol style="list-style-type: none"> <li>1. <b>Approved: Marketing Committee commit funds to support video studio sessions for participant interviews at event. \$5k</b></li> </ol> <ul style="list-style-type: none"> <li>● <b>DevBCN, Barcelona:</b> detailed report in works and will be shared in Q2 MKT report <ul style="list-style-type: none"> <li>○ Booth was well received and gathered around 70 leads</li> <li>○ Ivar had a talk</li> <li>○ Jakarta EE swag was a hit (sunglasses and cap)</li> </ul> </li> </ul> <p>Jakarta Tech Talk</p>

	<ul style="list-style-type: none"> <li>- Eric - 2 tech talks planned <ul style="list-style-type: none"> <li>- March 28 (Chinese community)</li> <li>- <b>3Q F2F event (Beijing)- 21 July</b> <b>Dedicate 1k euros to support this event - need to determine how to send the payment</b></li> </ul> </li> </ul> <p>Notes:</p> <ol style="list-style-type: none"> <li>1. Eric to send email about the March 28th results.</li> </ol>
<p><b>Cloud Native Java Technical Survey</b></p> <ul style="list-style-type: none"> <li>- Launch in June/July; keep open for 6 weeks.</li> <li>- Focus on Beyond 11 and full stack Java</li> <li>- Need to build out questions.</li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Timeline</a>, Launch on 11 July</li> <li>● Test Link:<a href="https://www.surveymonkey.com/r/FFD3KDK">https://www.surveymonkey.com/r/FFD3KDK</a></li> <li>● Social kit in works and will be shared on the next call</li> </ul> <p>Notes:</p> <ul style="list-style-type: none"> <li>- Only a single collector for Members, Community, and EF will be created</li> </ul>
<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><b>Notes:</b></p> <ul style="list-style-type: none"> <li>● <a href="#">PR draft</a> for review by 20 June</li> <li>● Need to determine best date for launch given the delay. <ul style="list-style-type: none"> <li>○ Recommended from PR/AR that we align the announcements at the same time as the actual release so August is still a good time.</li> <li>○ The firm date should be communicated min 3 weeks in advance to prepare for PR (pitching to media, etc.)</li> </ul> </li> <li>● No clear picture of when the release will actually happen.</li> <li>● <b>Action Required:</b> <ul style="list-style-type: none"> <li>○ <b>Member quotes needed as soon as possible</b></li> <li>○ <b>Member blog posts to align with announce date.</b></li> <li>○ <b>Compatible product availability information</b></li> </ul> </li> </ul>
<p><b>Content (Shabnam)</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Video</a> and <a href="#">page</a></li> <li>- <a href="#">Github issue</a></li> </ul>	<ul style="list-style-type: none"> <li>● <b>Jakarta EE 11 MKT activities:</b> <ul style="list-style-type: none"> <li>○ <a href="#">Zoom backgrounds</a></li> <li>○ <a href="#">EE 11 spec image</a></li> <li>○ <a href="#">Theme image for the EE 11 release</a></li> </ul> </li> </ul>

<p>-----</p> <ul style="list-style-type: none"> <li>- Spec documents and video scripts</li> <li>- Starter Project</li> </ul> <p>-----</p> <ul style="list-style-type: none"> <li>- <b>Tech Talk-</b> <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> <p>-</p>	<ul style="list-style-type: none"> <li>○ <a href="#">video script for the key features release video</a>, Storyboard is in works, Shabnam will share the first draft on the next MKT CMTE call</li> <li>○ <a href="#">EE 11 copy for the release page</a> <ul style="list-style-type: none"> <li>■ Make the cards work like in release 10 with learn more expansion</li> </ul> </li> <li>○ <a href="#">Jakarta EE release page github issue</a></li> <li>○ Social kit is in works</li> </ul> <ul style="list-style-type: none"> <li>● <b>Swag for Chinese community - 120 Tshirts,120 post cards, 13 zip-up pullovers in production</b> <ul style="list-style-type: none"> <li>○ Eric to contact FEDEX</li> </ul> </li> <li>● <b>Community recognition Award cards were sent to Eric's list complete</b> <ul style="list-style-type: none"> <li>○ complete</li> </ul> </li> <li>● <b>Sponsorship page</b> <ul style="list-style-type: none"> <li>○ <a href="#">Is now live</a></li> </ul> </li> <li>● <b>Finalizing video: Jakarta Persistence</b> <ul style="list-style-type: none"> <li>○ <a href="#">Video is live</a></li> <li>○ <b>312k views</b></li> </ul> </li> <li>● <b>Working on a new video for Q2: Jakarta Data</b></li> <li>● <b>Youtube ads for <a href="#">Platform video</a> 1.1M views</b></li> <li>● <b><a href="#">Q1 MKT Operations Updates</a></b></li> <li>● <b><a href="#">The second video that is about "Jakarta RESTful web service"</a> is live and being promoted with over 350 views <b>102k+ views as of 16 April</b></b></li> <li>● <b>We are running ads on How to Contribute (218k views), become a committer (188k views) and Why Jakarta EE videos (112k views)</b></li> <li>● <b>content updates to the specs pages issues here:</b></li> </ul> <p><a href="https://github.com/jakartaee/jakarta.ee/issues">https://github.com/jakartaee/jakarta.ee/issues</a></p>
<p><b>Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11]</b></p>	<p>The <a href="#">working document</a> has been updated/replaced with a new one that better organizes the material, defines the steps and status of each, and provides some guidance on the responsibilities for the various ideas that were generated. From the <a href="#">document</a>, the following outlines these steps and progress. Neil is working on this. We should have an update by 5/30</p> <ol style="list-style-type: none"> <li>1. [Complete] Brainstorm about directions we should take Jakarta EE after release 11 is out. This will involve working</li> </ol>

	<p>sessions with the Steering Committee, Spec Committee, Marketing Committee and member organizations.</p> <ol style="list-style-type: none"> <li>2. [Complete] Generate a working document that will influence the next generation of specs, messaging, content, and more.</li> <li>3. [In Progress] Integrate top ideas into the technical survey to gather feedback.</li> <li>4. [In Progress] Deliver specification and working group recommendations to relevant committees.</li> <li>5. [In Progress] Form an <a href="#">interest group</a> (Name TBD) to prioritize and explore the topics in greater detail, especially those beyond the typical Jakarta EE scope. Initial participation interest: Microsoft, Payara, IBM, Oracle. Tomitribe</li> </ol>
<p>JakartaOne Livestream - 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><a href="#">2023 JakartaOne Livestream Report deck</a></p> <p><b>2024 JakartaOne Livestreams</b></p> <ul style="list-style-type: none"> <li>- Look to the communities for their tentative dates so we can plan out the calendar for the year. <ul style="list-style-type: none"> <li>- Chinese- September 26th.</li> <li>- <b>December 3 - JakartaOne LiveStream (main event)</b> <ul style="list-style-type: none"> <li>- <a href="#">CFP is now open</a></li> </ul> </li> </ul> </li> </ul>
<p><b>2024 Planning</b></p> <ul style="list-style-type: none"> <li>- <b>Marketing Plan (<a href="#">link</a>)</b></li> </ul>	<ul style="list-style-type: none"> <li>- Looking at the breakdown into quarterly goals</li> <li>- <a href="#">Marketing plan 2024 has the content plan per quarter</a></li> </ul>
<ul style="list-style-type: none"> <li>- <b>2024 Jakarta EE Developer Survey</b></li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">Timeline link</a></li> <li>- Launch report in late September</li> <li>- Notes: <b>1409 responses as of 31 May</b></li> <li>-</li> <li>- Discussion: Please prepare for the key areas of input required from members - see timeline.</li> <li>-</li> <li>-</li> </ul>

