Jakarta EE Marketing Committee Meeting - 10 July 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) 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) Sonja Gu (Microsoft)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Serina El Salibi (Eclipse Foundation)
Current Priorities **Q3:** ● Deliver the 2025 developer survey report ● Finalise design mockups and navigation for Jakarta EE website rebrand ● Finalise design mockups and navigation for the JakartaOne brand ● Deliver the Content Preference Survey Report ● Support the Chinese community in organizing and delivering the JakartaOne Livestream (China) ● Support the Japanese community to deliver a locally organized F2F event in China ● Support the Chinese community to deliver a locally organized F2F event in China ● Deliver 1 how to guides ● Launch and promote the refreshed Get Started page	**Ongoing Priorities**

● Launch the new Jakarta Data Wiki page	
Action Items:	**Completed:**

Agenda	Minutes
General discussion **(2mins)**	-
Upcoming Meetings - 24 July - 7 August	
Approval of the previous mtg minutes **(2 mins)**	
Steering Committee - report	Jakarta EE 12: ● James Perkins from IBM will be replacing Ed as secondary co-coordinator for EE12. ● Initial draft for a Release Plan for Jakarta EE 12 ● Noted a discussion by the Specification Committee on JESP change ballot and its withdrawal Jakarta EE Community Meeting (June 17) ● A folder containing presentation materials is provided here: https://drive.google.com/drive/folders/1t2VlTBTyIUcUfaMxkKsmy_cbPJEXiCB0 ● A recording of the meeting is posted here: https://eclipse.zoom.us/rec/share/EHhuKCs2-_0HJPS8nn2zRCzAVmT6OAwYFs9nRNC-TVeDx5qTXAu8u3Zyf3cxy7pG.Ij70RoyQNudPdm6J Passcode: BRz5R$y8 ● Consensus is "about every 6 months". I think it would be desirable to plan on another meeting as we begin CY2026 Program Planning in Oct. Community Mentor Proposal discussed: ● Community mentor - proposal

Jakarta EE 11 release marketing plan	Notes:

● [Jakarta EE 11 messaging doc](#)
● [Jakarta EE release marketing plan](#)
	● **[MKT activities report](#)**
	● **[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](#)**
	
	10 July, 2025
	● Jakarta Tech Talk: Jakarta EE 11: What's New and Why You Should Care (Ed Burns, Arjan Tijms) - August 5
	● Upcoming Jakarta Tech Talk: We already have Gavin presentation about Jakarta Data: https://www.crowdcast.io/c/jtt150725
	● Jakarta Concurrency: Otavio is looking for speakers
	
	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. -

Website Rebrand	10 July, 2025
	-Shabnam presented Concept A, B and C
	   ● Otavio, Eric, Ryan, Shabnam and Tanja prefer concept C. Sonja likes concept A.
	
	Notes:
	 Jun 26, 2025
	-Please review website refresh <u>timeline</u> and the new proposed Jakarta EE navigation. Provide feedback in the <u>navigation tab</u> 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. <u>Feedback document</u>, 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.

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 (<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 Surveys	● <u>2025 Jakarta EE Developer Survey Timeline</u>
	   ○ <u>Social Kit to promote</u>
	   ○ <u>Collector Report</u>

	■ **Closed at 1700**
	● **Content Preference Survey is launched on 17 June**
	   ○ **Collector:**
	      https://www.surveymonkey.com/r/JakartaEEMembers
	   ○ 78 responses as of 9 July
	   ○ 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**
	
	2025-04-24
	
	  - **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**
	  - **Only 2 (Chinese and WW) livestream events this year**
	  - **JakartaOne China f2f - community looking at doing a f2f event - July 18**
	    - **4-5 talks; ½ day**

	- **Eric/Emily to provide information to Tanja to put on https://jakartaone.org/**
	- **Motion: approve the allocation up to $1000 USD to support the JakartaOne China F2F event.**
	    - **Ed - need confirmation about fund availability - Tanja confirmed.**
	    - **Ed - seconded**
	        - **Oracle - Yes**
	        - **IBM - Yes**
	        - **Primeton - Yes**
	        - **Tomitribe - confirming with Cesar**
	- **Motion passed.**

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**
    -
	● [Wiki page for Jakarta Data](#)-is final and is being reviewed by wikipedia
	● Content Preference Survey-launch on 17 June
	  ○ Collector: https://www.surveymonkey.com/r/JakartaEEMembers
	  ○ [Timeline](#)
	● Q2 report in works
	● [Starter mockup](#) is implemented pending deployment by project team
	● **July EF community Newsletter: Article authored by Otavio: 10 reasons why you should use Jakarta EE**
	  ○ **Will be featured on the learn page after newsletter is published and we will leverage on our channels to promote it further**
	● [Jakarta EE Community deck is updated](#)
	● **Jakarta EE 11 MKT activities:**
	  ○ **[Zoom backgrounds](#)**
	  ○ [Jakarta EE release page github issue](#)

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

Jakarta EE Contribution Github Repo - Non-spec related	2025-04-24 - Who do we need to engage to gain traction with submitting ideas? Ambassadors? Members? JUGs?

contributions	
	- 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?

2025 Planning - **Reference - 2024 Marketing Plan (link)**	2025 MKT Plan 2025 MKT Plan by quarter