Jakarta EE Marketing Committee Meeting - 11 July, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SIZEsq-w
RZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

Attendees: 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)	**Eclipse Foundation:** Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Projects **Q3 Priorities:** - Deliver the 2024 developer survey report - Launch and promote the Cloud Native Java Survey - Prepare and advance promotional activities for the release of Jakarta EE 11 - Content, PR & AR - Deliver 2 articles dedicated to Jakarta EE in July-Sep issues of the EF community newsletter - Create a successful experience for OC for Java conference - JakartaOne Livestream in Chinese **Q2 Priorities** - Successfully host the Jakarta EE track at Devnexus, Atlanta-Done - Finalize and start executing the Jakarta EE 11	**Ongoing Priorities**

release MKT Plan
   ○ Content
   ○ PR & AR preparedness
● Deliver 1 technical video on updated specs-In Progress
● Finalize the Technical survey questions
● Website improvements e.g. Learn page, sponsorship page, spec pages, etc
● Create and share Recognition Award cards (list provided by MKT CMTE members)	

Action Items:	**Completed:**

Agenda	Minutes
General discussion **(2mins)**	

Upcoming Meetings
  - July 11, 2024
  - Jul 25, 2024 (Shabnam away)
	- Need to determine how to open the call.

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

Steering Committee - report	● Jakarta EE 11
	  ○ Spec projects are done
	  ○ TCK updates are being worked on - will let us know when they will be finished next week
	    ■ Can promote this as a good story that will enhance the future process
	  ○ Next week we should have a date that we can work towards for marketing
	  ○ Marketing - messaging document is being used for content and web updates
	    ■ Canonical Deck (Reza)
	    ■ Ivar's Deck
	    ■ Community Deck (updated)
	● Technical survey - discussed that survey ready to go
	● Objectives - Q2 report next meeting
	● OCX - promote registration - provide information to committee

	● Still need to clarify which WG to submit proposals for specs to.

2024 Events
- **What do we want to do next year?**
    - **Track sponsorship?**
    - **Surround?**
    - **Other ideas?**
	- 2024 Conference sheet
	
	OCX - Information on this new event format
	
	● **It could be a good opportunity to involve new contributor by having a *coding lounge with experts* (hackathon style) at OC for Java**
	  ○ We need 3-4 experts to lead the effort (particularly the ones already having talks there)
	  ○ Projects with issues labeled "good-first-issue"
	  ○ Already raised within Platform Team
	  ○ Tanja to send an email to all project leads, but need others to help out with this
	● **Social kit to promote registration**
	● **Social Kit to promote early bird talks**
	● Sponsor prospectus can be found via the above link or here.
	● Program committee is reviewing the submissions and will notify the speakers before 15 July.
	● Note: For reference - JavaOne conference had 50 talks in the Java EE track
	
	Action Required:
	- **Promote OCX**
	
	Jakarta Tech Talk
	- Eric - 2 tech talks planned
	  - March 28 (Chinese community)
	  - **3Q F2F event (Beijing)- 21 July**
	    Dedicate 1k euros to support this event - need to determine how to send the payment
	
	Notes:
	1. Promotion underway with local JUGs, university students, for F2F event - targeting 100
	2. Payment is being worked by Shabnam and Eric

Cloud Native Java Technical Survey - Launch in June/July; keep open	● Timeline, Launch on 11 July ● social media kit and promotional cards

for 6 weeks. - Focus on Beyond 11 and full stack Java - Need to build out questions.	**Community Channels:** https://www.surveymonkey.com/r/8GP933Y **Member Companies:** https://www.surveymonkey.com/r/YYC69BW **EF Channels:** https://www.surveymonkey.com/r/FFD3KDK

Jakarta EE 11 release marketing plan
● Jakarta EE 11 messaging doc
● Jakarta EE release marketing plan
	Notes:
	
	● PR draft for review by 20 June
	● Need to determine best date for launch given the delay.
	  ○ Recommended from PR/AR that we align the announcements at the same time as the actual release so August is still a good time.
	  ○ The firm date should be communicated min 3 weeks in advance to prepare for PR (pitching to media, etc.)
	● No clear picture of when the release will actually happen.
	● **Action Required:**
	  ○ **Update dates based on TCK Project Team meeting information - July 17**
	  ○ **Member quotes needed as soon as possible**
	  ○ **Member blog posts to align with announce date.**
	  ○ **Compatible product availability information**

Content (Shabnam)
 	
- Video and page
- Github issue
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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**
	● **Jakarta EE Community deck is updated**
	● **July EF Community Newsletter:** Michael Redlich is authoring an article about Jakarta EE 11
	● **Jakarta EE 11 MKT activities:**
	  ○ **Zoom backgrounds**
	  ○ **Preview release Page, github issue**
	  ○ EE 11 spec image
	  ○ Theme image for the EE 11 release
	  ○ video script for the key features release video, Storyboard is in works, Shabnam will share the first draft on the next MKT CMTE call
	  ○ 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](#)
	    ○ Social kit is in works
	
	● **Swag for Chinese community - 120 Tshirts,120 post cards, 13 zip-up pullovers in production**
	    ○ **Eric to contact FEDEX**
	
	● **Working on a new video for Q2: Jakarta Data**
	
	Action Items:
	- Reach out to Shabnam if you have anyone interested in writing an article for August or September newsletters around Jakarta EE 11.

Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11]	The [working document](#) 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 [document](#), the following outlines these steps and progress. Neil is working on this. We should have an update by 5/30 1. [Complete] Brainstorm about directions we should take Jakarta EE after release 11 is out. This will involve working sessions with the Steering Committee, Spec Committee, Marketing Committee and member organizations. 2. [Complete] Generate a working document that will influence the next generation of specs, messaging, content, and more. 3. [In Progress] Integrate top ideas into the technical survey to gather feedback. 4. [In Progress] Deliver specification and working group recommendations to relevant committees. 5. [In Progress] Form an [interest group](#) (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
JakartaOne Livestream - regional - Portuguese (January 19, 2024) - Determine what regional events will be run and when	**2023 JakartaOne Livestream Report deck** **2024 JakartaOne Livestreams**

	- Look to the communities for their tentative dates so we can plan out the calendar for the year.
	  - Chinese- September 26th.
	  - **December 3 - JakartaOne LiveStream (main event)**
	    - **[CFP is now open](#)**
	    - [Link to social kit and graphics](#)
	    - Theme is Jakarta EE Logo in Nature: Ask the community to create the Jakarta EE logo using natural elements like flowers, leaves, stones, or sand. **We'll start promoting the theme from next week**

Request from Reza: EF staff to attend 1-2 MP MKT CMTE calls to share Jakarta EE MKT best practices	This request needs to be formalized, considering MP does not have a Marketing Committee ([charter](#)), ● Please provide an email from the steering committee chair with this request that should be well-defined, itemized list with specifics on expected information Note: - Looking for information about what has worked and what has not, i.e. lessons learned.
2024 Planning - **Marketing Plan ([link](#))**	- Looking at the breakdown into quarterly goals - [Marketing plan 2024 has the content plan per quarter](#)
2024 Jakarta EE Developer Survey -	- [Timeline link](#) - Launch report in late September - Notes:**1409 responses as of 31 May** - - Discussion: Please prepare for the key areas of input required from members - see timeline. - -