

## Jakarta EE Marketing Committee Meeting - 14 November, 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)

<b>Attendees:</b> 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)	<b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
<b>Current Priorities</b>	<b>Ongoing Priorities</b>
<b>Action Items:</b>	<b>Completed:</b>

<b>Agenda</b>	<b>Minutes</b>
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General discussion (2mins)	
Upcoming Meetings - 28 November, 2024 - 12 December, 2024	Due to US Thanksgiving we will have a meeting on November 21.
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<p>Jakarta EE 11 update:</p> <ul style="list-style-type: none"> <li>● Jared Anderson provided an update</li> <li>● Our planned message for the following at JakartaOne Livestream?             <ul style="list-style-type: none"> <li>○ Core Profile - intend to go to ballot next week (possibly by Nov 8) - high confidence</li> <li>○ Web Profile - intending to have in ballot by Nov 15 (for JakartaOne Livestream) - less confident than for Core Profile</li> <li>○ Platform - intending to have in ballot by Nov 15 (for JakartaOne Livestream) - less confident than for Core Profile</li> </ul> </li> <li>● Note that a Release plan has been drafted for Jakarta Data (EE 12)</li> <li>● The intent is to do a press release unless the projected end dates spill into 2025</li> </ul> <p>2025 Program Plan</p> <ul style="list-style-type: none"> <li>● We reviewed the <a href="#">Final CY2025 Jakarta EE Program Plan for Submission to EF</a>, deleting “extra” slides as we reviewed the final content             <ul style="list-style-type: none"> <li>○ Confirm “Deliver Future Jakarta EE Specification Releases”                 <ul style="list-style-type: none"> <li>■ Update from Neil was agreed to:                     <ul style="list-style-type: none"> <li>● “Collaborate with Jakarta EE Future Direction Interest Group”</li> </ul> </li> </ul> </li> <li>○ Review Marketing Committee input on “Increase Jakarta EE Brand Awareness &amp; Adoption”                 <ul style="list-style-type: none"> <li>■ Marketing Committee input was agreed to</li> </ul> </li> <li>○ Review “Grow Contributors and Reward Committers”                 <ul style="list-style-type: none"> <li>■ The content of this slide was agreed to</li> <li>■ Add an SC Agenda item for review of spec issues and Code of Conduct</li> </ul> </li> <li>○ Review “Grow Working Group Membership”                 <ul style="list-style-type: none"> <li>■ The content of this slide was agreed to</li> </ul> </li> </ul> </li> </ul>

<p><b>2024 Jakarta EE Developer Survey</b></p> <ul style="list-style-type: none"> <li>-</li> </ul>	<p>Launched report on <b>15 October</b></p> <ul style="list-style-type: none"> <li>- <b><u>Social Kit to promote the report</u></b></li> <li>- <b><u>Launch results so far</u></b></li> </ul>
<p><b>2025 Planning</b></p> <ul style="list-style-type: none"> <li>- Reference - <b>2024 Marketing Plan (<a href="#">link</a>)</b></li> </ul> <p><b>2025 Planning</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Marketing plan 2024 has the content plan per quarter</a></li> </ul>	<p><a href="#">2025 MKT Plan</a> -Candidate MKT plan is approved by the MKT CMTE.</p> <p>-</p> <p>Notes:</p> <ul style="list-style-type: none"> <li>- Neil submitted marketing content into the Steering Committee Program Plan (Nov 5 meeting)</li> <li>- Review proposed budget <ul style="list-style-type: none"> <li>- Discussed increased allocation to events - use budget allocated from OCX to fund meetups; <ul style="list-style-type: none"> <li>- Very valuable to support user group meetups.</li> </ul> </li> <li>- Explore EU (Javaland) and/or Asia events</li> <li>- <b>MKT CMTE agreed we should replace the About button with Learn button in navigation bar <a href="#">looking at the report</a></b></li> </ul> </li> <li>- Review Metrics <ul style="list-style-type: none"> <li>- Metrics - are these the right items to track?</li> <li>- Why are we not seeing as much tracked for members? <ul style="list-style-type: none"> <li>- We should review the submissions monthly in the spreadsheet</li> <li>- Add content to community news</li> <li>- Should we look to increase our social presence? Instagram? Blue Sky?</li> </ul> </li> </ul> </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>- Track sponsorship?</li> <li>- Surround?</li> <li>- Other ideas?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">2024 Conference sheet</a></li> <li>- <b>2025 Devnexus Sponsorship-Jakarta EE Track and Booth- Promoting registration and talks shortly</b> <ul style="list-style-type: none"> <li>- <b><u>Social Kit for members to promote</u></b></li> </ul> </li> </ul> <p>JavaOne sponsorship:</p> <p>+1:</p> <ul style="list-style-type: none"> <li>● Primeton</li> <li>● Tomitribe</li> </ul>

	<ul style="list-style-type: none"> <li>● Otavio</li> <li>● Microsoft</li> <li>● Payara</li> </ul> <p>-1:</p> <ul style="list-style-type: none"> <li>● Fujitsu</li> <li>● IBM</li> </ul> <p><a href="#">OCX</a> - Information on this new event format</p> <ul style="list-style-type: none"> <li>● <b><u>Video Booth at OCX-Sign-up sheet for community members attending and interested to participate</u></b> <ul style="list-style-type: none"> <li>○ <b><u>Interview Questions</u></b></li> </ul> </li> </ul>
<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><b>2024 JakartaOne Livestreams</b></p> <ul style="list-style-type: none"> <li>- <b>December 3 - JakartaOne Livestream (main event)</b> <ul style="list-style-type: none"> <li>- Agenda is live, speaker promotion will start shortly,</li> <li>- Vendor talks are final</li> <li>- <b>Goal: 1,000 registrations; 264 so far</b></li> <li>- <a href="#">Link to social kit and graphics</a></li> <li>- 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. <ul style="list-style-type: none"> <li>- <a href="#">example</a></li> </ul> </li> <li>- <b><u>Vendors submit the info our your speakers here</u></b></li> <li>- <b>Jakarta EE</b> <ul style="list-style-type: none"> <li>📄 <b>JakartaOne Livestream vendor talks /... community in <a href="#">JakartaOne Livestream vendor talks / industry keynotes</a> nature theme - share your creations</b></li> </ul> </li> </ul> </li> </ul>
<p><b>Other Content (Shabnam)</b></p> <hr style="border-top: 1px dashed black;"/> <ul style="list-style-type: none"> <li>- Spec documents and video scripts</li> <li>- Starter Project</li> </ul> <hr style="border-top: 1px dashed black;"/>	<ul style="list-style-type: none"> <li>● <a href="#">Jakarta Data video-Please review by 7 Nov.</a></li> <li>● <a href="#">Q3 MKT Operations Update</a></li> <li>● <b>Final version of the <u>EE 11 release feature video</u></b> <ul style="list-style-type: none"> <li>○ <b>Please review and provide any feedback</b></li> <li>○ <b>May need to adjust some of the wording if</b></li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>- Tech Talk- <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 style="text-align: center;"><b>we slip out of 2024 for the release (cadence is listed as 2 years)</b></p> <ul style="list-style-type: none"> <li>● <b>Starting to work on a number of Technical guides and how tos:</b> <ul style="list-style-type: none"> <li>○ How to Use Jakarta Data with the Jakarta EE Starter, - <b>pause until Jakarta EE 11 is available</b></li> <li>○ Getting Started with Advanced Jakarta Data: Queries, Expressions, and Transactions</li> <li>○ Write up on how to use Jakarta RESTful Web Services and Jakarta Persistence</li> </ul> </li> <li>● <a href="#">Jakarta EE Community deck is updated</a></li> <li>● August EF community newsletter is featuring an article from Otavio on Jakarta Data</li> <li>● <b>Jakarta EE 11 MKT activities:</b> <ul style="list-style-type: none"> <li>○ <a href="#">Zoom backgrounds</a></li> <li>○ <a href="#">Preview release Page, github issue</a></li> <li>○ <a href="#">EE 11 spec image</a></li> <li>○ <a href="#">Theme image for the EE 11 release</a></li> <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> </li> </ul> <p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>- <b>Reach out to Shabnam if you have anyone interested in writing an article for October or November newsletters</b></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>● <b>We need Member Quotes ASAP</b></li> <li>● <b>PR draft</b> for EE 11 release is final (TCK related blurb is now added), reviewed by members pending supporting quotes</li> <li>● Next meeting - discuss the timing for the announcement (December, or slip into 2025) and the pros/cons of each.</li> <li>● <b>Until release date is known,</b> <ul style="list-style-type: none"> <li>○ <b>Promote JakartaOne Livestream - December</b></li> <li>○ <b>Promote Developer Survey Report</b></li> </ul> </li> </ul>

<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="#">Survey findings</a>, <a href="#">blog example to publish results</a></li> <li>• <a href="#">Results so far</a>: 174 closed</li> <li>• <a href="#">Timeline</a></li> <li>• Owners to work on analysis, blog series to publish results</li> <li>• <a href="#">social media kit</a> and <a href="#">promotional cards</a></li> </ul> <p><b>Community Channels:</b>  <a href="https://www.surveymonkey.com/r/8GP933Y">https://www.surveymonkey.com/r/8GP933Y</a></p> <p><b>Member Companies:</b>  <a href="https://www.surveymonkey.com/r/YYC69BW">https://www.surveymonkey.com/r/YYC69BW</a></p> <p><b>EF Channels:</b>  <a href="https://www.surveymonkey.com/r/FFD3KDK">https://www.surveymonkey.com/r/FFD3KDK</a></p> <p>Notes:</p> <p>Sharing of the report - early January timeframe:</p> <ol style="list-style-type: none"> <li>1. Members write blogs through the community site and promote through social to get the results out</li> <li>2. Members can also share through their own blog sites</li> </ol>
<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.</p> <p><b>Interest Group approved.</b></p>
<p>-</p>	<p>-</p>
<p>Request from Reza: EF staff to attend 1-2 MP MKT CMTE calls to share Jakarta EE MKT best practices</p>	<p>This request needs to be formalized, considering MP does not have a Marketing Committee (<a href="#">charter</a>),</p> <ul style="list-style-type: none"> <li>• Please provide an email from the steering committee chair with this request that should be well-defined, itemized list with specifics on expected information</li> </ul> <p>Note:</p> <ul style="list-style-type: none"> <li>- Looking for information about what has worked and what has not, i.e. lessons learned.</li> </ul>