

Jakarta EE Marketing Committee Meeting - 21 August 2025 (11:00 ET)

<https://eclipse.zoom.us/j/190310950>

Attendees: 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) Ed Burns (Microsoft)	Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Serina El Salibi (Eclipse Foundation)
Current Priorities Q3: <ul style="list-style-type: none">• Deliver the 2025 developer survey report• Finalise design mockups and navigation for Jakarta EE website rebrand• 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• Launch the new Jakarta Data Wiki page	Ongoing Priorities

Action Items:	Completed:

Agenda	Minutes
General discussion (2mins)	<ul style="list-style-type: none"> - Elections for the committees are coming in September; Aligned with the elections, Neil recommends electing a new chairperson for the Marketing Committee from those who continue to represent their organization or community.
Upcoming Meetings <ul style="list-style-type: none"> - 11 September - 19 September 	Neil, Tanja, Shabnam and Serina will be out on 4 September, should we move the call to 11 September? <ul style="list-style-type: none"> - agreed.
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<p>Jakarta EE 11</p> <ul style="list-style-type: none"> - Most committees have completed a retrospective. - Marketing committee should look at a retrospective comparing the EE 11 launch and EE 10 launch to gain insights that can be used for the EE 12 launch. <p>Allocation of new member funds</p> <ul style="list-style-type: none"> - Steering committee reviewed Neil's request for allocation of the funds to the Marketing Committee for our site rebranding project (and swag) - Request was made for more information including costing, etc. before approving. Neil sent a response, based on information Shabnam provided. - Need to reiterate that the scope of work is greater than the requested funds and we have already scaled back our engagement with the agency to stay within a reduced budget. <p>Objectives:</p> <ul style="list-style-type: none"> - Reviewed and updated Q3/Q4 Objectives <p>Note:</p>

	<ul style="list-style-type: none"> - Request for information on the call that Mike will host on the membership fees.
Jakarta EE 11 release marketing plan <ul style="list-style-type: none"> • Jakarta EE 11 messaging doc • Jakarta EE release marketing plan 	<p>Notes:</p> <ul style="list-style-type: none"> • MKT activities report • Full release social kit • Release page: https://jakarta.ee/release/11/ <p>21 August 2025</p> <ul style="list-style-type: none"> - Retrospective (11 vs 10 to influence 12) - Our Jakarta EE 11 article is now published on Java Aktuell-German journal <p>7 August, 2025</p> <ul style="list-style-type: none"> - Need to continuously promote Jakarta EE to potential new users; students, etc. - Need basic content to guide new users <ul style="list-style-type: none"> - Working on creating an article focused on the Jakarta EE Starter Project, its purpose, how it works, and how new Java developers or students can get started with it. - Complete the Jakarta EE Tutorial - key element for getting new users engaged - Top of funnel engagement - ask contributors to update documentation and content to current release levels - get those who are interested in enterprise Java with Jakarta EE - but have no direct experience to contribute
Website Rebrand	<p>21 August</p> <ul style="list-style-type: none"> • Home page messaging “Why Choose Jakarta EE” • Final reminder to review navigation before moving forward • Developer Center page • Reviewed new designs vs original selected version. <ul style="list-style-type: none"> ○ Need more contrast on the top to highlight the Jakarta EE logo ○ Version 2 and 4 are preferable. ○ Ensure tagline makes it clear the evolution of Java EE is to Jakarta EE. • Navigation review <ul style="list-style-type: none"> ○ Make items more informative ○ Need to also ensure it covers the mobile access well. ○ Have specification navigation supported through an image that is clickable.

	<ul style="list-style-type: none"> • Developer Center <ul style="list-style-type: none"> ◦ Discussed options for where this would sit on the site. ◦ If we add as a subdomain, do we start from scratch with SEO? ◦ Could replace the Learn tab with Developer Center ◦ Include information about those who are already contributing to specifications, etc. • Please review the messaging, navigation, and developer center page information and provide comments or other input in the relevant documents. <p>23 July, 2025</p> <p>Incorporating MKT CMTE members and EF feedback into the design, messaging and navigation. Shabnam will share the updated mockups on the next call.</p> <p>a. Feedback document: can we include users' logos on the website as suggested by Dominika?</p> <p>10 July, 2025</p> <p>-Shabnam presented Concept A, B and C</p> <ul style="list-style-type: none"> • Otavio, Eric, Ryan, Shabnam and Tanja prefer concept C. Sonja likes concept A. <p>Notes:</p> <p>August 21, 2025</p> <ul style="list-style-type: none"> - Explore the latest designs and make a decision. <p>Jun 26, 2025</p> <p>-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.</p> <p>May 22:</p> <ol style="list-style-type: none"> 2. Discuss website update options and solicit feedback from members on ideas and priorities (including pages that need work) <ol style="list-style-type: none"> a. <u>Feedback document</u>, please add your input by 12-June 3. Review plan by quarter - look at 2Q activities
<p>Jakarta EE Use Cases & Success Stories</p>	<p>2025-08-20 working with Fabio Velloso to create a Jakarta EE case study, he is using Jakarta EE and MP in his health app.</p> <ul style="list-style-type: none"> • Title: Preventing Neonatal Brain Damage: Building a Resilient, Predictive Platform with Jakarta EE and MicroProfile • Shabnam will share the first draft expected late September, early October • Interview questions sent to him

	<p>2025-06-26</p> <ul style="list-style-type: none"> - Describe any possible client stories in Draft of the Case Study page <p>2025-04-24</p> <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - Showcase industries and areas where Java is dominant <p>2025-05-22</p> <ul style="list-style-type: none"> - 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
<p>2025 Surveys</p>	<ul style="list-style-type: none"> • <u>2025 Jakarta EE Developer Survey Timeline</u> <ul style="list-style-type: none"> ◦ Social Kit to promote ◦ Collector Report <ul style="list-style-type: none"> ■ Closed at 1700 ◦ Working on the report draft, will share with the MKT CMTE on the next call or on mailing list within the next two weeks • Content Preference Survey is launched on 17 June <ul style="list-style-type: none"> ◦ Collector: https://www.surveymonkey.com/r/JakartaEEMembers ◦ 113 responses as of 20 August ◦ Social kit to promote <p>Notes:</p> <p>August 21, 2025</p> <ul style="list-style-type: none"> - Continue to promote the content preference survey (link) - <p>Jun 26, 2025</p> <ul style="list-style-type: none"> - Continue to promote the Content Preference Survey
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Determine what regional events will be run and when <p>Jakarta Tech Talks</p>	<p>2025 JakartaOne Livestreams</p> <ul style="list-style-type: none"> • Annual Livestream <ul style="list-style-type: none"> ◦ 79 in 2025 so far vs 20 registration last year and 68 submission vs 19 CFP submission last year

	<ul style="list-style-type: none">○ Program committee has been finalized and added to the website - link○ Sponsorships○ 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● Updates on the China and Japan events are provided below<ul style="list-style-type: none">○ China report○ Japan report● <p>2025-08-07</p> <ul style="list-style-type: none">- Chinese F2F event - held July 25 - 65 attendees from 100 registrations<ul style="list-style-type: none">- Pictures and more information coming later-
<p>Other Content (Shabnam)</p> <p>-----</p> <p>----</p> <ul style="list-style-type: none">- Spec documents and video scripts- Starter Project <p>-----</p> <p>----</p> <ul style="list-style-type: none">- Tech Talk-<ul style="list-style-type: none">- Sign up sheet- Sign up sheet result- Scheduled talks-	<ul style="list-style-type: none">● Jakarta EE Swag Store: We've just launched the Jakarta EE Swag Store! The purpose of this initiative is to make it easier for our community to access Jakarta EE-branded swag. I'd like to note that this is not a profit-making effort. The goal is simply to give the community better access to branded items and strengthen our visibility.● Mentor Program, Otavio is going to be a mentor.<ul style="list-style-type: none">○ Will work on the messaging draft and landing page● Run a campaign to promote "submit a feature request or platform requirement issue in github"<ul style="list-style-type: none">○ We want to encourage the community to submit their request for what they want to see in Jakarta EE in terms of new features (feature requests) and requirements for the future of the platform in the project's github page.○ If you have platform-related requirements, submit an issue and request it here: https://github.com/jakartaee/platform If you have feature requests for future Jakarta EE specifications, look for a repository of the specification, submit an issue and request it here: https://github.com/jakartaee○● Wiki page for Jakarta Data-is final and is being reviewed by wikipedia, rejected twice with the message: the content is not impartial enough and draws from too many primary sources. Our team is working on making changes● Q2 report in works

	<ul style="list-style-type: none"> ● Starter mockup is implemented pending deployment by project team- is now live ● July EF community Newsletter: Article authored by Otavio: <u>10 reasons why you should use Jakarta EE</u>, newsletter went out and was promoted <ul style="list-style-type: none"> ○ Will be featured on the learn page after newsletter is published and we will leverage on our channels to promote it further-it's live and will be promoted starting next week ●
2025 Events <ul style="list-style-type: none"> - What do we want to do next year? <ul style="list-style-type: none"> - Track sponsorship? - Surround? - Other ideas? 	<ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - Non-spec related contributions 	<p>2025-08-07</p> <ul style="list-style-type: none"> - Invite community to help with the Tutorial - share socially - Blog post about the opportunity to engage and learn (Neil) - Eric - can we determine how to support multi-language translation for the tutorial? <p>2025-04-24</p> <ul style="list-style-type: none"> - Who do we need to engage to gain traction with submitting ideas? Ambassadors? Members? JUGs? <ul style="list-style-type: none"> - ??? - Who is going to lead this effort for the Marketing group? <ul style="list-style-type: none"> - Ed - talk to Daniel (on team) about JUG engagement - Eastern Europe - Neil - bring up on Future Directions call - Need backlog of talks/blogs <ul style="list-style-type: none"> - 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) <p>8 May meeting:</p> <ul style="list-style-type: none"> - Inviting everyone to get involved and start raising attention to this repository. <p>22-May meeting:</p> <ul style="list-style-type: none"> - Ed to follow up with Daniel about JUG engagement - Neil to follow up on Speaker bureau engagement <p>05-June:</p> <ul style="list-style-type: none"> - 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