

Jakarta EE Marketing Committee Meeting - 22 August, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000

<p>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)</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Kristy Smith (SEO Agency)</p>
<p>Current Projects</p> <p>Q3 Priorities:</p> <ul style="list-style-type: none">● 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<ul style="list-style-type: none">○ Content, PR & AR● Deliver 2 articles dedicated to Jakarta EE in July-Sep issues of the EF community newsletter<ul style="list-style-type: none">○● Create a successful experience for OC for Java conference● JakartaOne Livestream in Chinese <p>Q2 Priorities</p> <ul style="list-style-type: none">● Successfully host the Jakarta EE track at Devnexus, Atlanta-Done● Finalize and start executing the Jakarta EE 11	<p>Ongoing Priorities</p>

<ul style="list-style-type: none"> release MKT Plan <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> - September 5, 2024 - September 19, 2024 	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> - Tanja - TCK team update from August 21 <ul style="list-style-type: none"> - November 27th with 5% confidence - Team will be looking for additional resources to increase the activity to meet the projected date - Otavio - perhaps promote that the different specs are getting done and available while TCK is updated. - Tanja - only a few people are working on the TCK, even though, being legacy, is a huge amount of work that needs to be done to support future work
SEO Report-Kristy	<ul style="list-style-type: none"> - Solid improvement YtY for major indicators - For full information please see Kristy's report (link)
Cloud Native Java Technical Survey <ul style="list-style-type: none"> - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full stack Java 	<ul style="list-style-type: none"> ● Results so far: 125 as of 21 August, we need help from members and community to promote ● Timeline, Closes on 24 August ● social media kit and promotional cards

<ul style="list-style-type: none"> - Need to build out questions. 	<p>Community Channels: https://www.surveymonkey.com/r/8GP933Y</p> <p>Member Companies: https://www.surveymonkey.com/r/YYC69BW</p> <p>EF Channels: https://www.surveymonkey.com/r/FFD3KDK</p> <p>Notes:</p> <ul style="list-style-type: none"> - Extend for a week to get closer to 200. - Members and community need to promote to help get to this number. - Summer is a hard time to get responses. - Don't want to impact our other survey and the report which happens during prime seasons of March - June and September - November
<p>2024 Jakarta EE Developer Survey</p> <ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> - <u>Survey findings deck for members to review by 29 August</u> - Timeline link - PR team is working on the PR draft and will be shared by the MKT CMTE to review next week - We need quotes from members - 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. - <p>Notes:</p> <ul style="list-style-type: none"> - Members provide feedback by August 29 - Quotes are due September 10th
<p>Jakarta EE 11 release marketing plan</p> <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"> • PR draft reviewed by members pending supporting quotes • Need to determine what else we can focus on to maintain some momentum before the 11 release is ready. <ul style="list-style-type: none"> ○ Perhaps some of the video recordings from EclipseCon 2023

	<ul style="list-style-type: none"> ○ Promote Jakarta Data and December Livestream ● Request help from our member teams to speed up the TCK work. ● Action Required: <ul style="list-style-type: none"> ○ Member quotes needed as soon as possible ○ Member blog posts to align with announce date. ○ Compatible product availability information
<p>2024 Events</p> <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"> - 2024 Conference sheet - 2025 Devnexus Sponsorship-Jakarta EE Track and Booth <ul style="list-style-type: none"> - Cost \$25k less 10% - track + booth - Recommend to organizers that they help improve session attendance - Focus talks on new topics - Approved - Proposing to support the 2025 Open Source Festival Africa-Media Sponsor \$1k. <ul style="list-style-type: none"> - Wifi/Internet Coverage: - Inclusion of your organization's logo on wifi access instructions - and signage throughout the venue. - Approved - JavaOne 2025? <ul style="list-style-type: none"> - Melissa - March 18-20; Oracle Conference Center - CFP open - (link) <p>OCX - Information on this new event format</p> <ul style="list-style-type: none"> ● Video Booth at OCX-Sign-up sheet for community members attending and interested to participate ● It could be a good opportunity to involve new contributor by having a <i>coding lounge with experts</i> (hackathon style) at OC for Java <ul style="list-style-type: none"> ○ 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

	<ul style="list-style-type: none"> ● Social kit to promote speakers ● Social kit to promote registration ● Sponsor prospectus can be found via the above link or here. <p>Action Required:</p> <ul style="list-style-type: none"> - Promote OCX <p>Jakarta Tech Talk</p> <ul style="list-style-type: none"> - Eric - 2 tech talks planned <ul style="list-style-type: none"> - March 28 (Chinese community) - 3Q F2F event (Beijing)- 21 July, Report <p>Dedicate 1k euros to support this event - need to determine how to send the payment</p> <p>Notes:</p> <ol style="list-style-type: none"> 1. Promotion underway with local JUGs, university students, for F2F event - targeting 100 2. Payment is being worked by Shabnam and Eric
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Portuguese (January 19, 2024) - Determine what regional events will be run and when 	<p>2024 JakartaOne Livestreams</p> <ul style="list-style-type: none"> - Chinese- September 26th. Vendors submit the info our your speakers here <ul style="list-style-type: none"> - Website is updated with CFP and program committee memebrrs - December 3 - JakartaOne Livestream (main event) <ul style="list-style-type: none"> - CFP is now open, we have 19 submissions. Members to ask their teams to submit. Targeting over 40 submissions - 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. - Vendors submit the info our your speakers here -
<p>Other Content (Shabnam)</p>	<ul style="list-style-type: none"> ● Jakarta EE Community deck is updated

<p>-----</p> <ul style="list-style-type: none"> - Spec documents and video scripts - Starter Project <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 <p>-</p>	<ul style="list-style-type: none"> ● August EF community newsletter is featuring an article from Otavio on Jakarta Data ● Jakarta EE 11 MKT activities: <ul style="list-style-type: none"> ○ Zoom backgrounds ○ Preview release Page, github issue ○ Jakarta EE 11 Release video v2: Please review and provide feedback by 15 August ○ 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 <ul style="list-style-type: none"> ■ Make the cards work like in release 10 with learn more expansion ○ Jakarta EE release page github issue ○ Social kit is in works ● Q2 Marketing Operations Update: Members to review and will go through it on the next MKT CMTE call ● ● Swag for Chinese community - 120 Tshirts, 120 post cards, 13 zip-up pullovers delivered ● Working on a new video for Q2: Jakarta Data-Storyboard is being finalized <p>Action Items:</p> <ul style="list-style-type: none"> - Reach out to Shabnam if you have anyone interested in writing an article for August or September newsletters around Jakarta EE 11.
<p>Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11]</p>	<p>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</p> <ol style="list-style-type: none"> 1. [Complete] Brainstorm about directions we should take Jakarta EE after release 11 is out. This will involve working

	<p>sessions with the Steering Committee, Spec Committee, Marketing Committee and member organizations.</p> <ol style="list-style-type: none"> 2. [Complete] Generate a working document that will influence the next generation of specs, messaging, content, and more. 3. [Completed] Integrate top ideas into the technical survey to gather feedback. 4. [In Progress] Deliver specification and working group recommendations to relevant committees. 5. [Submitted] 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
<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 (charter),</p> <ul style="list-style-type: none"> • Please provide an email from the steering committee chair with this request that should be well-defined, itemized list with specifics on expected information <p>Note:</p> <ul style="list-style-type: none"> - Looking for information about what has worked and what has not, i.e. lessons learned.
<p>2024 Planning - Marketing Plan (link)</p>	<ul style="list-style-type: none"> - Looking at the breakdown into quarterly goals - Marketing plan 2024 has the content plan per quarter