

Jakarta EE Marketing Committee Meeting - 11 September 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"> - 18 September - 2 October 	<ul style="list-style-type: none"> - Payara will be away on the 18th
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	<p>Jakarta EE 12</p> <ul style="list-style-type: none"> - Milestone release likely next quarter <p>MicroProfile</p> <ul style="list-style-type: none"> - Are process changes needed for MP to join? Namespace is the issue. Process gives us control over any issues. No changes made by spec committee - would welcome MP but would need to agree to abide by the JESP spec process. - Recommended all to review previous meeting minutes and provide any updates. <p>Funding concern re implementations split from specifications.</p> <ul style="list-style-type: none"> - David Blevins submitted recommendations (email thread). Should Jakarta EE be just a spec body and not fund specific implementations.
Jakarta EE 11 release marketing plan <ul style="list-style-type: none"> • Jakarta EE 11 messaging doc • Jakarta EE release marketing plan 	Notes: 11 Sep, 2025

	<ul style="list-style-type: none"> • Need basic content to guide new users <ul style="list-style-type: none"> ◦ First draft article focused on the Jakarta EE Starter Project shared today, it focuses on its purpose, how it works, and how new Java developers or students can get started with it. Please review and provide feedback by 25 Sep ◦ Need to make sure vendors feel included and are invited to include their runtime in the starter. ◦ Make sure this doesn't appear exclusive. • 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:</p> <ul style="list-style-type: none"> - 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>11 September</p> <ul style="list-style-type: none"> - Agency working on mockup around version 2 and the flow from version 1 - Leveraging pictures of community members - need to get high res versions to use throughout - Logos of users on website - need to get permission to use. <ul style="list-style-type: none"> - Look at creating an adopters program to gather the required logos and permissions. <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.

	<ul style="list-style-type: none"> ○ 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. ● 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 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 -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>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.</p> <p>May 22:</p> <p>b. <u>Feedback document</u>, please add your input by 12-June</p>
<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
2025 Surveys	<ul style="list-style-type: none"> • 2025 Jakarta EE Developer Survey Timeline <ul style="list-style-type: none"> ○ Report shared with MKT CMTE to provide feedback by 16 September ○ Shabnam will share the PR draft next week for review • Content Preference Survey is closed with 209 responses <ul style="list-style-type: none"> ○ We can go through the findings on the next call
<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"> ○ 84 in 2025 so far vs 28 registration last year and 162 (going through the submission, over half seems to be AI generated) submission vs 23 CFP submission last year ○ We created and finalizing a teaser video to promote on social ○ Sponsorships being promoted ○ CFP is now open and closes on 15 Sep ○ Social kit to promote ○ 2025 Vendor talks Signup Sheet • Updates on the Chinese Livestream? <ul style="list-style-type: none"> ○ Speakers identified + format + broadcast platform ○ SWAG is ready to go ○ Promotion is being ramped up for registrations (20 as of today) <ul style="list-style-type: none"> ■ Reaching out to agencies, Open China, others.
Other Content (Shabnam)	

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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
Jakarta EE Contribution Github Repo <ul style="list-style-type: none"> - Non-spec related contributions 	<div>2025-08-07</div> <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? <div>2025-04-24</div> <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

	<p>qualified Jakarta EE speakers (Neil)</p> <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?
<p>2025 Planning</p> <ul style="list-style-type: none"> - Reference - 2024 Marketing Plan (link) 	<p>2025 MKT Plan</p> <p>2025 MKT Plan by quarter</p>