

## Jakarta EE Marketing Committee Meeting - 18 September 2025 (11:00 ET)

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

<b>Attendees:</b> 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)	<b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Serina El Salibi (Eclipse Foundation)
<b>Current Priorities</b> <b>Q3:</b> <ul style="list-style-type: none"><li>• Deliver the 2025 developer survey report</li><li>• Finalise design mockups and navigation for Jakarta EE website rebrand</li><li>• Support the Chinese community in organizing and delivering the JakartaOne Livestream (China)</li><li>• Support the Japanese community to deliver a locally organized F2F event in China</li><li>• Support the Chinese community to deliver a locally organized F2F event in China</li><li>• Deliver 1 how to guides</li><li>• Launch and promote the refreshed Get Started page</li><li>• Launch the new Jakarta Data Wiki page</li></ul>	<b>Ongoing Priorities</b>

Action Items:	Completed:
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Agenda	Minutes
General discussion (2mins)	-
Upcoming Meetings - 2 October - 16 October	- Payara will be away on the 18th
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	- Next meeting is September 23 @ 12:30 ET
<b>Jakarta EE 11 release marketing plan</b> • <a href="#">Jakarta EE 11 messaging doc</a> • <a href="#">Jakarta EE release marketing plan</a>	<b>Notes:</b>  <b>21 August 2025</b> <ul style="list-style-type: none"><li>- <a href="#">Retrospective (11 vs 10 to influence 12)</a></li><li>- <a href="#">MKT activities report</a></li><li>- Our Jakarta EE 11 article is now published on <a href="#">Java Aktuell-German journal</a></li></ul>
<b>Website Rebrand</b>	<b>18 September</b> <b>Reviewed design and page flow</b> <ul style="list-style-type: none"><li>- General consensus is the original design that marketing picked is the best</li><li>- Contributors section - when refresh page you get new list (randomly changed)<ul style="list-style-type: none"><li>- Should it be “Community-powered innovation” or “community-powered contributions”</li><li>- Tagline: Powered by contributors world-wide</li></ul></li><li>- Top buttons - make all clickable<ul style="list-style-type: none"><li>- Open Source - take to Github repo</li><li>- Community driven - link to section below.</li></ul></li><li>- Jakarta EE 11 Platform - fold<ul style="list-style-type: none"><li>- Add differentiating tagline/description</li></ul></li></ul>

- Provide future (Jakarta EE 12) - call out as well.
- Provide Previous versions link - call out to [jakarta.ee/release](http://jakarta.ee/release) page

#### 11 September

- 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.
  - Look at creating an adopters program to gather the required logos and permissions.

#### 21 August

- 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.
  - 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
  - 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
  - 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.**

#### 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.

- a. Feedback document: can we include users' logos on the website as suggested by Dominika?

#### 10 July, 2025

-Shabnam presented Concept A, B and C

- Otavio, Eric, Ryan, Shabnam and Tanja prefer concept C. Sonja likes concept A.

	<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> <p>b. <u>Feedback document</u>, please add your input by <b>12-June</b></p>
<p><b>Jakarta EE Use Cases &amp; Success Stories</b></p>	<p><b>2025-08-20</b> 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"> <li>• Title: Preventing Neonatal Brain Damage: Building a Resilient, Predictive Platform with Jakarta EE and MicroProfile</li> <li>• <b>Shabnam will share the first draft expected late September, early October</b></li> <li>• <u>Interview questions</u> sent to him</li> </ul> <p>2025-06-26</p> <ul style="list-style-type: none"> <li>- Describe any possible client stories in <u>Draft of the Case Study page</u></li> </ul> <p>2025-04-24</p> <ul style="list-style-type: none"> <li>- Desperate need for use cases - can point to vendor case studies along with a small write-up.</li> <li>- Create a use case landing page with pointers to vendor case studies <ul style="list-style-type: none"> <li>- 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)</li> </ul> </li> <li>- Employment opportunities for new Java developers <ul style="list-style-type: none"> <li>- Showcase industries and areas where Java is dominant</li> </ul> </li> </ul> <p>2025-05-22</p> <ul style="list-style-type: none"> <li>- <b>Example of a case study (<u>Alinma Bank - Liberty</u>) which could be referenced (linked) from a short explanation post on a Jakarta EE case study page</b></li> <li>- <b><u>Draft of the Case Study page</u> to work with MKT CMTE members to develop</b></li> </ul>
<p><b>2025 Surveys</b></p>	<ul style="list-style-type: none"> <li>• <b><u>2025 Jakarta EE Developer Survey Timeline</u></b> <ul style="list-style-type: none"> <li>○ <b><u>Report shared with MKT CMTE to provide feedback by 16 September</u></b></li> <li>○ <b><u>Shabnam shared the PR draft, members please add supporting quotes in the PR document by 25 September</u></b></li> </ul> </li> <li>• <b><u>Content Preference Survey is closed with 208 responses</u></b> <ul style="list-style-type: none"> <li>○ <u><b>Findings</b></u></li> </ul> </li> </ul>

<p><b>JakartaOne Livestream</b> - regional</p> <ul style="list-style-type: none"> <li>- Determine what regional events will be run and when</li> </ul> <p><b>Jakarta Tech Talks</b></p>	<p><b>2025 JakartaOne Livestreams</b></p> <ul style="list-style-type: none"> <li>● <b>Annual Livestream</b> <ul style="list-style-type: none"> <li>○ 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</li> <li>○ We created and promoting a teaser video to promote on social</li> <li>○ <a href="#">Sponsorships</a> being promoted</li> <li>○ <a href="#">CFP is now closed</a></li> <li>○ <a href="#">Social kit to promote</a></li> <li>○ <a href="#">2025 Vendor talks Signup Sheet</a></li> </ul> </li> <li>● <b>Updates on the Chinese Livestream on 25 Sep?</b> <ul style="list-style-type: none"> <li>○ <b>50+ registrations as of 18 September</b></li> <li>○ Speakers identified + format + broadcast platform</li> <li>○ SWAG is ready to go</li> <li>○ Promotion is being ramped up for registrations (20 as of today) <ul style="list-style-type: none"> <li>■ Reaching out to agencies, Open China, others.</li> </ul> </li> </ul> </li> </ul>
<p><b>Other Content (Shabnam)</b></p> <hr/> <hr/> <ul style="list-style-type: none"> <li>- Spec documents and video scripts</li> <li>- Starter Project</li> </ul> <hr/> <hr/> <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 result</a></li> <li>- <a href="#">Scheduled talks</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Mentor Program, Otavio is going to be a mentor.</b> <ul style="list-style-type: none"> <li>○ Finalized <a href="#">messaging</a> and working on a mockup to launch it mid-end Oct</li> <li>○ <b>September 11</b> <ul style="list-style-type: none"> <li>■ Should we make available mention of member organization's mentor programs?</li> <li>■ Side bar to promote associated mentor programs by members.</li> </ul> </li> </ul> </li> <li>● <b>Article focused on the <a href="#">Jakarta EE Starter Project</a> 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</b></li> <li>● <b>Wiki page for Jakarta Data</b>-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 <ul style="list-style-type: none"> <li>○ Let's discuss this September 18</li> </ul> </li> <li>● <a href="#">Q2 report</a></li> <li>● <a href="#">Starter mockup</a> is implemented pending deployment by project team- <a href="#">is now live</a></li> </ul>

<p><b>2025 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>- <b>Track sponsorship?</b></li> <li>- <b>Surround?</b></li> <li>- <b>Other ideas?</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#"><u>2025 Conference sheet</u></a> <ul style="list-style-type: none"> <li>- 2026 Devnexus <ul style="list-style-type: none"> <li>- Jakarta EE track?</li> </ul> </li> <li>- Javaland</li> <li>- JCON is the same dates at OCX</li> <li>- <a href="#"><u>OCX CFP is now open, please submit</u></a></li> </ul> </li> </ul>
<p><b>Jakarta EE Contribution Github Repo</b></p> <ul style="list-style-type: none"> <li>- Non-spec related contributions</li> </ul>	<p>2025-08-07</p> <ul style="list-style-type: none"> <li>- Invite community to help with the Tutorial - share socially</li> <li>- Blog post about the opportunity to engage and learn (Neil)</li> <li>- Eric - can we determine how to support multi-language translation for the tutorial?</li> </ul> <p>2025-04-24</p> <ul style="list-style-type: none"> <li>- Who do we need to engage to gain traction with submitting ideas? Ambassadors? Members? JUGs? <ul style="list-style-type: none"> <li>- ???</li> </ul> </li> <li>- Who is going to lead this effort for the Marketing group? <ul style="list-style-type: none"> <li>- Ed - talk to Daniel (on team) about JUG engagement - Eastern Europe</li> <li>- Neil - bring up on Future Directions call</li> </ul> </li> <li>- Need backlog of talks/blogs <ul style="list-style-type: none"> <li>- Jakarta Data, Persistence, other new/updated content</li> </ul> </li> <li>- Pursue NA/India/other JUG areas</li> <li>- Look at conferences and conference organizers to promote Jakarta EE content (Ryan)</li> <li>- Speaker bureau - promote as resource for groups to get access to qualified Jakarta EE speakers (Neil)</li> </ul> <p>8 May meeting:</p> <ul style="list-style-type: none"> <li>- Inviting everyone to get involved and start raising attention to this repository.</li> </ul> <p>22-May meeting:</p> <ul style="list-style-type: none"> <li>- Ed to follow up with Daniel about JUG engagement</li> <li>- Neil to follow up on Speaker bureau engagement</li> </ul> <p>05-June:</p> <ul style="list-style-type: none"> <li>- Need to clarify what objective for speaker bureau. Do we need to create a Speaker Bureau page/list and recruit people?</li> </ul>
<p><b>2025 Planning</b></p> <ul style="list-style-type: none"> <li>- <b>Reference - 2024 Marketing Plan (<a href="#">link</a>)</b></li> </ul>	<p><a href="#"><u>2025 MKT Plan</u></a></p> <p><a href="#"><u>2025 MKT Plan by quarter</u></a></p>

