

Jakarta EE Marketing Committee Meeting - 2 October 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 Q4: <ul style="list-style-type: none">• Successfully organize and host the annual JakartaOne Livestream• Deliver the 2026 Jakarta EE Marketing plan• Launch and promote the new Contribute and Mentorship pages• Website Enhancement: Deliver approved strategy, messaging, IA, and design for the Jakarta EE rebrand of the Become a Member, Corporate Sponsorship, and About pages — ready for implementation.• Website Enhancement: Deliver implementation-ready IA, content model, and final designs for the new Developer Portal and Join Us page.• Deliver 1 Jakarta EE dedicated article in the EF community newsletters in Q4• Deliver 1 new how to guides• Deliver the Content Preference Survey Report• 	Ongoing 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 	
Action Items:	Completed:

Agenda	Minutes
General discussion (2mins)	-
Upcoming Meetings <ul style="list-style-type: none"> - 16 October - 30 October 	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	Jakarta EE 12 status <ul style="list-style-type: none"> • Jakarta EE 12 M1 dashboard created:https://github.com/orgs/jakartaee/projects/20/views/1 . • Aiming for October 15 as the deadline for M1. • Issues created for all projects and present in dashboard • Pending email to spec-leads to broadcast further

	<p>Charter updates - EE4J and Jakarta EE</p> <ul style="list-style-type: none"> - Discussed proposals and possible implications <p>MicroProfile merge with Jakarta EE</p> <ul style="list-style-type: none"> - Emily continuing to seek approvals from committees.
Website Rebrand	<p>2 October</p> <ul style="list-style-type: none"> • Feedback from previous meeting is incorporated. • Design file is shared with webdev team (link to github) to start the implementation process for the homepage and navigation. • Next phase is to create messaging and the mockups for some of the key new pages or pages that need restructurings/updates. Examples: Developer portal, join us, become a member, sponsorship, specifications, etc. • Notes: <ul style="list-style-type: none"> ○ Looking to launch at end of Q4 ○ Need to create mockups and messaging for the 2 new pages (developer portal, join us) ○ Minor feedback is still possible. <p>18 September Reviewed design and page flow</p> <ul style="list-style-type: none"> - General consensus is the original design that marketing picked is the best - Contributors section - when refresh page you get new list (randomly changed) <ul style="list-style-type: none"> - Should it be “Community-powered innovation” or “community-powered contributions” - Tagline: Powered by contributors world-wide - Top buttons - make all clickable <ul style="list-style-type: none"> - Open Source - take to Github repo - Community driven - link to section below. - Jakarta EE 11 Platform - fold <ul style="list-style-type: none"> - Add differentiating tagline/description - Provide future (Jakarta EE 12) - call out as well. - Provide Previous versions link - call out to jakarta.ee/release page <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.
 - 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.

- 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.

Jun 26, 2025

-Please review website refresh [timeline](#) and the new proposed Jakarta EE navigation. Provide feedback in the [navigation tab](#) by leaving comments.

May 22:

- [Feedback document](#), please add your input by **12-June**

<p>Jakarta EE Use Cases & Success Stories</p>	<p>2025-10-02 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 • Draft for review by 9 October • Provide comments and/or edits directly in the document. <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"> ○ PR done. <ul style="list-style-type: none"> ■ Example: https://adtmag.com/articles/2025/09/30/eclipse-foundation-survey-shows-jakarta-ee-surpasses-spring-in-enterprise-java-adoption.aspx ■ Landing page is live with 1,323 page views since launch on Tuesday 30 September ○ Start to promote both the signup for the report and link to the PR from any supporting blog posts. ○ Social Kit to promote • Content Preference Survey is closed with 208 responses <ul style="list-style-type: none"> ○ Findings
<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">○ 95 in 2025 so far and 162 (going through the submission, over half seems to be AI generated) submission vs 23 CFP submission last year.○ Talks are being finalised by the program committee members○ We created and promoting a teaser video to promote on social○ Sponsorships being promoted○ Social kit to promote○ 2025 Vendor talks Signup Sheet● Updates on the Chinese Livestream on 25 Sep?<ul style="list-style-type: none">○ 50+ registrations as of 18 September○ 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.
<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">● Mentor Program, Otavio is going to be a mentor.<ul style="list-style-type: none">○ Contribute to Jakarta EE○ Community Mentorship○ Issue submitted for implementation○ September 11<ul style="list-style-type: none">■ Should we make available mention of member organization's mentor programs?■ Side bar to promote associated mentor programs by members.● 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● 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<ul style="list-style-type: none">○ Let's discuss this September 18● Q2 report● Starter mockup is implemented pending deployment by project team- is now live
2025 Events	<ul style="list-style-type: none">- 2025 Conference sheet

<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"> - 2026 Devnexus <ul style="list-style-type: none"> - Jakarta EE track? - 10/02 <ul style="list-style-type: none"> - Could sponsor just a booth if the full track is not reasonable. - Silver? - 2026 JavaOne - March 17 - Javaland - JCON is the same dates at OCX - OCX CFP is now open, please submit
<p>Jakarta EE Contribution Github Repo</p> <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?
<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>

--	--