Jakarta EE Marketing Committee Meeting - 17 October, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SlZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

Attendees:	Eclipse Foundation:
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)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)

Current Projects	Ongoing Priorities
Q3 Priorities: ● Deliver the 2024 developer survey report ● Field and promote the Cloud Native Java Survey ● Prepare and advance promotional activities for the release of Jakarta EE 11 ○ Content, PR & AR ● Deliver 2 articles dedicated to Jakarta EE in July-Sep issues of the EF community newsletter ● Create a successful experience for OC for Java conference ● JakartaOne Livestream in Chinese **Q2 Priorities** ● Successfully host the Jakarta EE track at Devnexus, Atlanta-Done ● Finalize and start executing the Jakarta EE 11 release MKT Plan	

○ 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 - October 31, 2024	
Approval of the previous mtg minutes **(2 mins)**	Approved

Steering Committee - report	Elections:
	  Steering Committee Representatives:
	  Reza Rehman, Microsoft
	  Jun Qian, Primeton Information Technologies, Inc
	
	  Specification Committee Representatives:
	  Jun Qian, Primeton Information Technologies, Inc
	  Zhai Luchao, Shandong Cvicse Middleware Co., Ltd
	
	  Marketing and Brand Committee Representatives:
	  Reza Rahman, Microsoft
	  Eric Meng, Primeton Information Technologies, Inc
	  As a reminder, Marcin Kruglik (Steering Committee), and Marcelo Ancelmo (Specification Committee) were acclaimed to the roles of Participant Member

	Representatives. The Participant Member Representative seat for the Marketing & Brand Committee remains vacant. Planning - Need to be more specific and precise - Review focus and process for future releases - Reza drafting a view on Jakarta EE 12 focused on more technical and specific goals
2024 Jakarta EE Developer Survey -	Launched report on **15 October** - **Social Kit to promote the report** - **Launch results so far**

2025 Planning
- **Reference - 2024 Marketing Plan (link)**
 	
2025 Planning
	- Looking at the breakdown into quarterly goals
	- Marketing plan 2024 has the content plan per quarter
	
	2025 MKT Plan Draft
	
	- Brainstorm possible priorities
	  - Eg. Making Jakarta EE more visible as the core for enterprise and cloud-native applications
	
	Notes:
	- Neil to send out request for review through email.
	- Let's use this planning time to set metrics and data we need to properly assess our progress
	- Reza
	  - General awareness that Jakarta EE exists and is related to Java EE
	  - Opinion has not changed about Jakarta EE
	  - A lot of orgs are not looking at Jakarta EE but to what they consider newer frameworks
	- Working
	  - Developer Survey
	  - Technical Survey
	  - Visioning for future - leverage interest group
	  - F2F presence important
	    - DevNexus, OCX, others
	  - JakartaOne Livestream - WW working
	  - Funding content creation is proving worthwhile

	- What we can improve
	    - Sharpen messaging
	    - Surveys - need to leverage the input across the working group - committees, messaging
	    - Visioning group - make sure we funnel the ideas into the working group committees
	    - Livestreams - could curate the theme and supporting content more
	    - Need a Jakarta EE Sales deck - sell the value - to be used during events and livestreams
	        - Need to persuade
	    - Content - technical debt needs to be tackled; sharpen the learning materials to include persuasion about the value of the technology

2024 Events
- **What do we want to do next year?**
    - **Track sponsorship?**
    - **Surround?**
    - **Other ideas?**
	- [2024 Conference sheet](#)
	- **2025 Devnexus Sponsorship-Jakarta EE Track and Booth- Call for paper open, 18 so far**
	
	[OCX](#) - Information on this new event format
	
	● **Video Booth at OCX-<u>Sign-up sheet for community members attending and interested to participate</u>**
	    ○ **<u>Interview Questions</u>**
	● **Jakarta EE Community meeting (20 or more physical attendees)**
	    ○ **Wednesday, October 23 @ 12:15 in Room 5 in the Smart House**
	    ○ **Pick up your box lunch and bring it to the meeting**
	
	● It could be a good opportunity to involve new contributor by having a *coding lounge with experts* (hackathon style) at OC for Java
	    ○ 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
	● **[Social kit to promote speakers](#)**
	● **<u>Social kit to promote registration</u>**

	● Sponsor prospectus can be found via the above link or [here](#).

	Jakarta Tech Talk
	- Eric - 2 tech talks planned
	    - March 28 (Chinese community)
	    - **3Q F2F event (Beijing)- 21 July, [Report](#) Dedicate 1k euros to support this event - need to determine how to send the payment**
	
	Notes:
	1. Promotion underway with local JUGs, university students, for F2F event - targeting 100
	2. Payment is being worked by Shabnam and Eric

JakartaOne Livestream - regional
- Portuguese (January 19, 2024)
- Determine what regional events will be run and when
	2024 JakartaOne Livestreams
	
	- **Chinese- September 26th. <ins>Vendors submit the info our your speakers here</ins>**
	    - **Website is updated with CFP and program committee members**
	    - ~~Agenda has been finalized; registrations should be available starting next week.~~
	    - ~~Microsoft and Oracle vendor speakers being contacted: Jingxian Guo (Oracle)~~
	- **December 3 - JakartaOne Livestream (main event)**
	    - <ins>**CFP is now open**</ins>, **closed.** we have **39 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.
	    - <ins>**Vendors submit the info our your speakers here**</ins>

	- **Jakarta EE community in nature theme - share your creations**
Other Content (Shabnam) ——————————————————————— - Spec documents and video scripts - Starter Project ——————————————————————— - **Tech Talk-** - **[Sign up sheet]** - **[Sign up sheet]** result - **[Scheduled talks]** -	● **Final version of the [EE 11 release feature video]** ○ **Please review and provide any feedback** ○ **May need to adjust some of the wording if we slip out of 2024 for the release (cadence is listed as 2 years)** ● **Starting to work on a number of Technical guides and how tos:** ○ **How to Use Jakarta Data with the Jakarta EE Starter, - pause until Jakarta EE 11 is available** ○ **Getting Started with Advanced Jakarta Data: Queries, Expressions, and Transactions** ○ **Write up on how to use Jakarta RESTful Web Services and Jakarta Persistence** ○ ● **EF October Newsletter:** reached out to Gavin King to author an article about JPA in EE 11 release ○ **Interview September 20** ● [Jakarta EE Community deck is updated] ● August EF community newsletter is featuring an article from Otavio on Jakarta Data ● **Jakarta EE 11 MKT activities:** ○ **[Zoom backgrounds]** ○ **[Preview release Page]**, **[github issue]** ○ ○ [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] ■ Make the cards work like in release 10 with learn more expansion ○ [Jakarta EE release page github issue] ○ Social kit is in works ● **Working on a new video for Q2: Jakarta Data-the first draft of the video is being edited, will share with the MKT CMTE on the next callx**

Jakarta EE 11 release marketing plan ● [Jakarta EE 11 messaging doc](#) ● [Jakarta EE release marketing plan](#)	**Notes:** ● **[PR draft](#) for EE 11 release is final (TCK related blurb is now added),** reviewed by members **pending supporting quotes** ● Next meeting - discuss the timing for the announcement (December, or slip into 2025) and the pros/cons of each. ● **Until release date is known,** 　○ **Promote OCX participation (see below for social kit)** 　○ **Promote JakartaOne Livestream - December** 　○ **Promote Developer Survey Report**
Cloud Native Java Technical Survey - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full stack Java - Need to build out questions.	● [Survey findings](#), [blog example to publish results](#) ● [Results so far](#): 174 closed ● [Timeline](#) ● Owners to work on analysis, blog series to publish results ● [social media kit](#) and [promotional cards](#) **Community Channels:** https://www.surveymonkey.com/r/8GP933Y **Member Companies:** https://www.surveymonkey.com/r/YYC69BW **EF Channels:** https://www.surveymonkey.com/r/FFD3KDK Notes: Sharing of the report - early January timeframe: 1. Members write blogs through the community site and promote through social to get the results out 2. Members can also share through their own blog sites

Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11]	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. **Interest Group approved.**
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Request from Reza: EF staff to attend 1-2 MP MKT CMTE calls to share Jakarta EE MKT best practices	This request needs to be formalized, considering MP does not have a Marketing Committee ([charter](#)),
	    ● Please provide an email from the steering committee chair with this request that should be well-defined, itemized list with specifics on expected information
	
	Note:
	    - Looking for information about what has worked and what has not, i.e. lessons learned.