

Jakarta EE Marketing Committee Meeting - 30 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) Jadon Ortlepp (Omnifish) Dmitry Kornilov (Oracle) Maggie Zhao | 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 finalised content, implementation-ready designs for the become a member page, 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 Q3: <ul style="list-style-type: none">• Deliver the 2025 developer survey report | Ongoing Priorities |

| | |
|---|-------------------|
| <ul style="list-style-type: none"> ● 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"> - 13 November - 27 November | |
| Approval of the previous mtg minutes (2 mins) | Approved |
| Steering Committee - report | Chairperson - Ed Bratt agreed to continue to chair until someone else steps up 2026 Program Plan <ul style="list-style-type: none"> - Reviewed draft - look to approve at November 2nd meeting Charter change - being reviewed and voted on next meeting (monetary change from US dollars to Euros) |

| | |
|--|--|
| <p>Website Rebrand</p> | <p>16 October</p> <ul style="list-style-type: none"> • Webdev is working on implementation of homepage and navigation. Completion is expected by the end of Q4. • Working on design mockups for Developer Portal, and Join us page. • Also working on messaging for the “Become a member page” <p>2 October</p> <ul style="list-style-type: none"> • Feedback from the previous meeting is incorporated. • The design file is shared with the 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 structurings/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>Jakarta EE Use Cases & Success Stories</p> | <p>2025-10-16</p> <ul style="list-style-type: none"> • Review process is expected to finalise by end of October. Targeting to launch this in January, 2026. <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 (<u>Alinma Bank - Liberty</u>) which could be referenced (linked) from a short explanation post on a Jakarta EE case study page - <u>Draft of the Case Study page</u> to work with MKT CMTE members to develop |
| <p>2026 Marketing Plan</p> | <ul style="list-style-type: none"> ● Milestone 1 for EE 12 Release: https://docs.google.com/document/d/1OIs74o7HAPM54PRi7kTIXjmGNI5ZhS4bF2ituXkj3Es/edit?tab=t.0 ● <u>First Draft for review and feedback</u> <p>2025-10-16</p> <ul style="list-style-type: none"> - Reviewed first draft of 2026 plan <ul style="list-style-type: none"> - Build on success of staged Jakarta EE 11 release - Look at promoting the individual releases as part of the cadence - Developer Survey <ul style="list-style-type: none"> - Recommend to move this out a year - questions are very similar year to year - Devote resources to additional content or future focused smaller survey - Increase Awareness <ul style="list-style-type: none"> - Expand content - need to ensure we look at relevance of older content as well - Chatbot - can explore alternatives - Explore whether Tictok or Instagram would be the right platform to explore for reaching younger developers. - Community meetups - funding up to \$1K. - Ai Positioning Campaign - drumbeat of activity and content to keep Jakarta EE top of mind while we work through what specification(s) might be required. |
| <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"> ○ 180 registrations in 2025 so far and 150 last year ○ Talks and speakers are final and being added to the site (in works with webdev) ○ We created and promoting a teaser video to promote on social ○ <u>Sponsorships</u> being promoted ○ <u>Social kit to promote</u> |

| | <ul style="list-style-type: none">○ 2025 Vendor talks Signup Sheet● Updates on the Chinese Livestream on 25 Sep?<ul style="list-style-type: none">○ 189 registrations <table><thead><tr><th>Cat</th><th>Source</th><th>View People</th><th>View Num</th><th>Peak of Live Attendance</th><th>Average Watch Time During(Minutes)</th><th>Likes</th><th>Comments</th><th>Shares</th></tr></thead><tbody><tr><td>JakartaOneLivestream-2025</td><td>Main Meeting Room</td><td>97</td><td>252</td><td>84</td><td>84</td><td>1453</td><td>37</td><td></td></tr><tr><td>JakartaOneLivestream-2025</td><td>Primeton</td><td>2891</td><td>4294</td><td>44</td><td>2</td><td>4392</td><td>470</td><td>114</td></tr><tr><td>JakartaOneLivestream-2025</td><td>BES</td><td>298</td><td>351</td><td>7</td><td>1</td><td>61</td><td>0</td><td>6</td></tr><tr><td>JakartaOneLivestream-2025</td><td>Total</td><td>3286</td><td>4897</td><td>135</td><td>87</td><td>5906</td><td>507</td><td>120</td></tr></tbody></table> | Cat | Source | View People | View Num | Peak of Live Attendance | Average Watch Time During(Minutes) | Likes | Comments | Shares | JakartaOneLivestream-2025 | Main Meeting Room | 97 | 252 | 84 | 84 | 1453 | 37 | | JakartaOneLivestream-2025 | Primeton | 2891 | 4294 | 44 | 2 | 4392 | 470 | 114 | JakartaOneLivestream-2025 | BES | 298 | 351 | 7 | 1 | 61 | 0 | 6 | JakartaOneLivestream-2025 | Total | 3286 | 4897 | 135 | 87 | 5906 | 507 | 120 |
|--|--|-------------|----------|-------------------------|------------------------------------|-------------------------|------------------------------------|--------|----------|--------|---------------------------|-------------------|----|-----|----|----|------|----|--|---------------------------|----------|------|------|----|---|------|-----|-----|---------------------------|-----|-----|-----|---|---|----|---|---|---------------------------|-------|------|------|-----|----|------|-----|-----|
| Cat | Source | View People | View Num | Peak of Live Attendance | Average Watch Time During(Minutes) | Likes | Comments | Shares | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JakartaOneLivestream-2025 | Main Meeting Room | 97 | 252 | 84 | 84 | 1453 | 37 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JakartaOneLivestream-2025 | Primeton | 2891 | 4294 | 44 | 2 | 4392 | 470 | 114 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JakartaOneLivestream-2025 | BES | 298 | 351 | 7 | 1 | 61 | 0 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JakartaOneLivestream-2025 | Total | 3286 | 4897 | 135 | 87 | 5906 | 507 | 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other Content (Shabnam) -----< | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | |
|--|---|
| | <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> |