

## Jakarta EE Marketing Committee Meeting - 27 November 2025 (10:30 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) Dmitry Kornilov (Oracle) Dominika Tasarz (Payara) Luqman Saeed (Payara) Chiara Civardi (Payara) Stallone Anandan (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Otavio Santana (Committer Rep) Jadon Ortlepp (Omnifish) Maggie Zhao (Shandong)	<b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) - came in late Serina El Salibi (Eclipse Foundation)
<b>Current Priorities</b> <b>Q4:</b> <ul style="list-style-type: none"><li>Successfully organize and host the annual JakartaOne Livestream</li><li>Deliver the 2026 Jakarta EE Marketing plan</li><li>Launch and promote the new Contribute and Mentorship pages</li><li>Website Enhancement: Deliver finalised content, implementation-ready designs for the new Developer Portal and Join Us page.</li><li>Deliver 1 Jakarta EE dedicated article in the EF community newsletters in Q4</li><li>Deliver 1 new how to guides</li><li>Deliver the Content Preference Survey Report</li></ul> <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></ul>	<b>Ongoing Priorities</b>

<ul style="list-style-type: none"> <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>Action Items:</b>	<b>Completed:</b>

Agenda	Minutes
General discussion (2mins)	<ul style="list-style-type: none"> <li>Tanja - looking to do a survey of members about the progress being made to get our branding</li> <li>Dominika will be taking over as Chair starting on December 11</li> </ul>
Upcoming Meetings <ul style="list-style-type: none"> <li>11 December</li> <li>8 January, 2026</li> </ul>	
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	<p>Reviewed Program Plan</p> <p>Reviewed Proxy voting policy</p>
<b>Website Rebrand</b>	<p><b>27 November</b></p> <ul style="list-style-type: none"> <li><a href="#">Become a member page</a> copy include member benefits table by tiers-please review by 5 December</li> <li><a href="#">Mega menu preview</a></li> </ul>

	<ul style="list-style-type: none"> <li>Input for mega menu implementation has been added to <a href="#">github issue</a></li> </ul> <p><b>13 Nov</b></p> <ul style="list-style-type: none"> <li><a href="#">Webdev shared the preview</a> page for the megamenu yesterday and pending internal review</li> <li>Shabnam has shared the mockups for the <a href="#">“Join us”</a> and <a href="#">“developer portal”</a> for implementation but webdev priority in Q4 is implementing the home page and ensuring that the overall look and feel with the new theme doesn't break any of the current pages. These pages will be implemented in the new year when they start to tackle the rest of the site.</li> <li>Webdev is working on <a href="#">implementation of homepage</a> and navigation. Completion is expected by the end of Q4.</li> </ul>
<b>Jakarta EE Use Cases &amp; Success Stories</b>	<p><b>27 November</b></p> <ul style="list-style-type: none"> <li>Fabio left the company, they asked us to pause the publication. Their solution is still under active development and has not yet reached a validated, stable state. They prefer to wait until the system is finalized and validated before proceeding</li> </ul> <p><b>2025-11-12</b></p> <p>Fabio has left the company and we are looking for another point of contact within the company to get the permission to publish the case study</p> <p><b>2025-04-24</b></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><b>2025-05-22</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Draft of the Case Study page</a></li> <li>- Example of a case study (<a href="#">Alinma Bank - Liberty</a>) which could be referenced (linked) from a short explanation post on a Jakarta EE case study page</li> <li>- <a href="#">Draft of the Case Study page to work with MKT CMTE members to develop</a></li> </ul>
<b>2026 Marketing Plan</b>	<p><b>27 Nov</b></p> <p>Proposed 2026 Financial plan is <b>not approved</b> by the Steering CMTE yet, but based on that proposal <a href="#">MKT budget is \$158k</a>.</p> <ul style="list-style-type: none"> <li>- Without the final budget, we discussed the support of JavaOne and general consensus (without a vote) was that a set of less expensive events was</li> </ul>

	<p>preferable.</p> <p><b>13 Nov</b></p> <p>We don't have the financial plan to propose the MKT budget for each category or provide the detailed metrics based on the budget available for each.</p> <ul style="list-style-type: none"> <li>● <b>Milestone 1 for EE 12 Release:</b> <a href="https://docs.google.com/document/d/1Ols74o7HAPM54PRi7kTIXjmGNI5ZhS4bF2ituXkj3Es/edit?tab=t.0">https://docs.google.com/document/d/1Ols74o7HAPM54PRi7kTIXjmGNI5ZhS4bF2ituXkj3Es/edit?tab=t.0</a></li> <li>● <a href="#"><u>First Draft for review and feedback</u></a></li> </ul> <p>2025-10-16</p> <ul style="list-style-type: none"> <li>- Reviewed first draft of 2026 plan <ul style="list-style-type: none"> <li>- Build on success of staged Jakarta EE 11 release</li> <li>- Look at promoting the individual releases as part of the cadence</li> <li>- Developer Survey <ul style="list-style-type: none"> <li>- Recommend to move this out a year - questions are very similar year to year</li> <li>- Devote resources to additional content or future focused smaller survey</li> </ul> </li> <li>- Increase Awareness <ul style="list-style-type: none"> <li>- Expand content - need to ensure we look at relevance of older content as well</li> <li>- Chatbot - can explore alternatives</li> <li>- Explore whether Tictok or Instagram would be the right platform to explore for reaching younger developers.</li> <li>- Community meetups - funding up to \$1K.</li> <li>- 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.</li> </ul> </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>2025 JakartaOne Livestreams</b></p> <ul style="list-style-type: none"> <li>● <b>Annual Livestream</b> <ul style="list-style-type: none"> <li>○ <b>365 registrations as of 26 Nov</b></li> <li>○ One of the talks was removed,livestream finished at 5 p.m. ET</li> <li>○ We created and promoting a teaser video to promote on social</li> <li>○ <a href="#"><u>Social kit to promote</u></a></li> <li>○ <a href="#"><u>2025 Vendor talks Signup Sheet</u></a></li> </ul> </li> </ul>
<p><b>Jakarta Tech Talks</b></p>	

- **Updates on the Chinese Livestream on 25 Sep?**
  - **189 registrations**

Cat	Source	View People	View Num	Peek of Live Attendance	Average Watch Time During(Minutes)
JakartaOneLivestream-2025	Main Meeting Room	97	252	84	84
JakartaOneLivestream-2025	Primeton	2891	4294	44	2
JakartaOneLivestream-2025	BES	298	351	7	1
JakartaOneLivestream-2025	Total	3286	4897	135	87

#### Other Content (Shabnam)

**Mentor Program, Otavio is going to be a mentor.**

- The pages are now live: <https://jakarta.ee/contribute/>
- <https://jakarta.ee/mentorship/>

- **Article focused on the Jakarta EE Starter Project is with [webdev for implementation](#)**
- [Q3 report](#)

#### 2025 Events

- **What do we want to do next year?**
  - **Track sponsorship?**
  - **Surround?**
  - **Other ideas?**

**November 13**

- Make this the priority topic for next meeting - Nov 27
- [2025 Conference sheet](#)
  - 2026 Devnexus
    - Will not sponsor track
    - Will have a community booth
  - **2026 JavaOne - March 17-Same benefits as last year but sponsorship cost is \$30k**
  - Javaland
  - JCON is the same dates at OCX
  - [OCX CFP is now open, please submit](#)

#### Jakarta EE Contribution Github Repo

- Non-spec related contributions

**2025-08-07**

- 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?

**2025-04-24**

- Who do we need to engage to gain traction with submitting ideas? Ambassadors? Members? JUGs?
  - ???
- Who is going to lead this effort for the Marketing group?
  - Ed - talk to Daniel (on team) about JUG engagement - Eastern Europe
  - Neil - bring up on Future Directions call
- Need backlog of talks/blogs
  - Jakarta Data, Persistence, other new/updated content

	<ul style="list-style-type: none"> <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="#">2025 MKT Plan</a></p> <p><a href="#">2025 MKT Plan by quarter</a></p>