

## Jakarta EE Marketing Committee Meeting - 11 December 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) 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>Ongoing Priorities</b>
<b>Action Items:</b>	<b>Completed:</b>

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- 8 January, 2026</li> <li>- 22 January, 2026</li> </ul>	
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	
<b>2026 Marketing Plan</b>	<p><b>11 Dec</b></p> <ul style="list-style-type: none"> <li>- Discussed flexibility in the budget allocation within marketing spend</li> <li>- </li> </ul> <p><b>27 Nov</b></p> <p>Proposed 2026 Financial plan is not acknowledged by the Steering CMTE yet, but based on that proposal <a href="#">MKT financial plan is \$158k</a>.</p> <ul style="list-style-type: none"> <li>- Without the final financial plant, we discussed the support of JavaOne and general consensus (without a vote) was that a set of less expensive events was preferable.</li> </ul> <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="#">First Draft for review and feedback</a></li> </ul>
<b>Website Rebrand</b>	<p><b>11 Dec</b></p> <ul style="list-style-type: none"> <li>● Please review the <a href="#">website preview</a> and add <a href="#">comments</a> if any in the issue, the plan is to go live on <b>16 Dec</b></li> <li>● <a href="#">Become a member page</a> copy include member benefits table by tiers-please review <b>by 17 Dec</b></li> <li>● 7th of January is an approximate date of the new home page go live to make sure the support team is available in case any issues</li> <li>● Shabnam will send out social kit, blog and announcement as well, and confirm if the page is being published in early January</li> </ul> <p><b>Review</b> <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> <li>• Input for mega menu implementation has been added to <a href="#">github issue</a></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> </ul>
<b>Jakarta EE Use Cases &amp; Success Stories</b>	<p><b>11 December</b></p> <ul style="list-style-type: none"> <li>• <b>New opportunity recommended by Otavio:</b> ETU using Jakarta EE, several components, such as CDI, JSF, JPA, etc. while integrates with AI, using Amazon.</li> <li>• <b>Shabnam reached out to see if they are interested in collaborating on a case study</b></li> </ul> <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>2025-04-24</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</a> to work with MKT CMTE members to develop</li> </ul>
<b>JakartaOne Livestream</b> - regional <ul style="list-style-type: none"> <li>- Determine what regional events will be run and when</li> </ul> <b>Jakarta Tech Talks</b>	<p><b>11 December</b></p> <ul style="list-style-type: none"> <li>• <a href="#">2025 Livestream Report</a></li> </ul>

	<ul style="list-style-type: none"> <li>Discussed the report - audience feedback and how we can respond, less barriers to join, good polls response rates</li> <li>Recording videos editing in progress, will be uploaded to YT and be promoted separately</li> <li>Main recording is still being promoted, can add time stamps for specific sessions</li> <li><b>Updates on the Chinese Livestream on 25 Sep</b> <ul style="list-style-type: none"> <li>189 registrations</li> </ul> </li> </ul> <table border="1" data-bbox="556 551 1552 671"> <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>Primenton</td><td>2891</td><td>4294</td><td>44</td><td>2</td><td>4392</td><td>470</td><td>1140</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	Primenton	2891	4294	44	2	4392	470	1140	JakartaOneLivestream-2025	BES	298	351	7	1	61	0	6	JakartaOneLivestream-2025	Total	3286	4897	135	87	5906	507	120
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<b>Other Content (Shabnam)</b> <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>	<b>Mentor Program, Otavio is going to be a mentor.</b> <ul style="list-style-type: none"> <li>o The pages are now live: <a href="https://jakarta.ee/contribute/">https://jakarta.ee/contribute/</a></li> <li>o <a href="https://jakarta.ee/mentorship/">https://jakarta.ee/mentorship/</a></li> <li>● Article focused on the <a href="#">Jakarta EE Starter Project</a> is with <a href="#">webdev for implementation</a></li> <li>● <a href="#">Q3 report</a> please review by 16 Dec</li> </ul>																																													
<b>2025 Events</b> <ul style="list-style-type: none"> <li>- <b>What do we want to do next year?</b> <ul style="list-style-type: none"> <li>- Track sponsorship?</li> <li>- Surround?</li> <li>- Other ideas?</li> </ul> </li> </ul>	<b>11 December</b> <ul style="list-style-type: none"> <li>- <b>2026 JavaOne - March 17-Same benefits as last year but sponsorship cost is \$30k</b> <ul style="list-style-type: none"> <li>- <b>Option to sponsor a \$5k coffee station</b>, Shabnam reached out to them yesterday to see if it includes conference passes. Also if there is opportunity to have a community space given we don't have the budget to sponsor a booth - Shabnam chasing organisers to see if there's availability for smaller sponsorship or community day</li> <li>- Ivar will most likely attend the event whether or not we sponsor</li> <li>- No feedback on speakers yet, we will revisit at the next call to see which members are going</li> </ul> </li> <li>- <a href="#">2025 Conference sheet</a> <ul style="list-style-type: none"> <li>- 2026 Devnexus <ul style="list-style-type: none"> <li>- Will not sponsor track</li> <li>- Will have a community booth</li> </ul> </li> </ul> </li> </ul>																																													
<b>Jakarta EE Contribution</b>	2025-08-07																																													

**Github Repo**

- Non-spec related contributions

- 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
- 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)

8 May meeting:

- Inviting everyone to get involved and start raising attention to this repository.