

Jakarta EE Marketing Committee Meeting - April 4, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000

<p>Attendees:</p> <p>Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Chiara Civardi (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep)</p>	<p>Eclipse Foundation:</p> <p>Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects</p> <p>Q1 Priorities</p> <ul style="list-style-type: none">● Successfully host the Portuguese JakartaOne Livestream● Deliver the 2024 developer survey● Create a successful experience for Devnexus in April-on track● Create a Jakarta EE 11 Release MKT Plan● Deliver 2 Jakarta EE dedicated articles in the EF community newsletters in Q1-on track● Focus on Asia market:<ul style="list-style-type: none">○ 1 Tech Talk in Chinese● Deliver 1 Jakarta EE Spec video (Jakarta Persistence)-on track● Website improvements e.g. Learn page, spec pages, etc- on track <p>Q2 Priorities</p> <ul style="list-style-type: none">● Successfully host the Jakarta EE track at Devnexus, Atlanta● Finalize and start executing the Jakarta EE 11	<p>Ongoing Priorities</p> <p>-</p> <p>-</p>

<ul style="list-style-type: none"> release MKT Plan <ul style="list-style-type: none"> ○ Content ○ PR & AR preparedness ● Deliver 1 technical video on updated specs ● Finalize the Technical survey questions ● Website improvements e.g. Learn page, spec pages, etc 	
<p>Action Items:</p> <ul style="list-style-type: none"> ● 2023-07-13: Need help updating the components listed in the document at this link ● 2023-11-30: Brainstorm ways to recognize organizers of JakartaOne Livestream events 	<p>Completed:</p> <ul style="list-style-type: none"> ● 2022-09-01: Investigate simulcast of Livestream to multiple platforms ● 2022-09-01: blockers for consumption of Jakarta EE ● 2023-06-01: Review platform video by 8 June ● 2023-04-20: Dominika - start revision of Datasheet for Tool vendors (update to Jakarta EE 10) ● 2023-06-01: Review the updates to the Tool Vendor datasheet (see item below) by June 15th meeting. ● 2023-06-15: Feedback on tutorial chapter ordering (link) ● 2023-09-21: Neil - organize meetings with member orgs and committees re Beyond Jakarta EE 11 plans ●

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - April 18 (Neil away) - April 25 (Tech Survey working) 	Ed will chair the 18th
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	Jakarta EE 11 status: The following warrants tracking in this meeting - what is the status of MS 2?

	<ul style="list-style-type: none"> • If the EE Platform, MS 2 can be released in March, the plan is progressing as we have been planning. • Will stage later this week. Will not be able to publish to maven central until all of the components are available and passing ballot. • No impact on the mid-July target release date at this time. <p>Jakarta EE 11 Messaging</p> <ul style="list-style-type: none"> • No feedback so far. People are encouraged to comment. • Marketing Committee will harvest from DevNexus presentations. Not a worry at this time, but this doc will need significant improvement. • Opportunity for promoting the M2 release at DevNexus. Neil requested that Ivar share his presentation deck <ul style="list-style-type: none"> ○ https://speakerdeck.com/ivargrimstad/prepare-for-jakarta-ee-11-performance-and-developer-productivity <p>Developer Survey status reviewed</p> <p>Devnexus Track/Workshop sponsorship status reviewed</p> <ul style="list-style-type: none"> • Made it clear that we were in jeopardy of canceling the workshop due to lack of registrations <p>Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11] information reviewed.</p>
<p>2024 Jakarta EE Developer Survey</p>	<p>Timeline link</p> <p>Notes: 664 responses as of 3 April</p> <ul style="list-style-type: none"> - All collector links are here. - Social kit to promote - Translations are being added to survey monkey - Draft 2024 questions
<p>2024 Events</p> <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"> - 2024 Conference sheet <p>DevNexus - see planning sheet, need latest member logos for the banner</p> <p>Booth sign-up Sheet</p> <p>Social Kit to promote the event</p> <p>Notes:</p>

	<ul style="list-style-type: none"> - Are there plans on a meeting at Devnexus for marketing committee members? - Created an OC4J flyer for promotion at the event. <p>—</p> <p>JavaLand: Sign-up sheet, there's an EF community booth</p> <p>OCX - Information on this new event format</p> <ul style="list-style-type: none"> • Save-the-date is live via this link. • The name of the Java event is Open Code for Java • Sponsor prospectus can be found via the above link or here. <p>Program committee is being formed to manage the event.</p> <p>Jakarta Tech Talk</p> <ul style="list-style-type: none"> - Eric - 2 tech talks planned <ul style="list-style-type: none"> - March 28 (Chinese community) - 3Q F2F event (Beijing)
<p>Jakarta EE Technical Survey</p> <ul style="list-style-type: none"> - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full stack Java - Need to build out questions. 	<ul style="list-style-type: none"> • The first draft of the survey questions • Feedback required by April 25, 2024 <p>Notes:</p> <ul style="list-style-type: none"> - Final working session planned for April 25th to review all the input.
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Portuguese (January 19, 2024) - Determine what regional events will be run and when 	<p>2023 JakartaOne Livestream Report deck</p> <p>2024 JakartaOne Livestreams</p> <ul style="list-style-type: none"> - Look to the communities for their tentative dates so we can plan out the calendar for the year. <ul style="list-style-type: none"> - Chinese- September 26th. - Spanish? - Japanese-will be confirmed by April, most probably July-August

Jakarta EE 11 release marketing plan

- [Jakarta EE 11 messaging doc](#)
- [Jakarta EE release marketing plan](#)

Notes:

- Email request sent to Ed for action on document update (Feb 21) and again (March 6)
- [Milestone 2 related Devnexus presentation](#) (Ivar)
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Content (Shabnam)

Why Jakarta EE

- [Video](#) and [page](#)
- [Github issue](#)

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- Spec documents and video scripts
 - Starter Project

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- **Tech Talk-**
 - [Sign up sheet](#)
 - [Sign up sheet result](#)
 - [Scheduled talks](#)
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- **Working on creating a sponsorship page**
 - [Mockup](#)
 - **Working on getting this live before Devnexus**
- **EF March Newsletter: [published](#)**
- **April newsletter:**
 - Featured committer will be Ed Burns (Microsoft)
- **Youtube ads for [Platform video](#) 586k views from only 1.7k before the ads on March 6**
- **[The second video that is about "Jakarta RESTful web service"](#) is live and being promoted with over 350 views **84k+ views as of 4 April****
- **We are running ads on How to Contribute (130k views), become a commiter (102k views) and Why Jakarta EE videos (73k views)**
- **Finalizing video: Jakarta Persistence**
 - First draft of the video will be ready by Friday, aiming to launch by mid April
- **Working on a community recognition card**
- **learn page (live) is being updated by Specification guides and video guides: [updated design](#)**
- **content updates to the specs pages issues here:**

<https://github.com/jakartaee/jakarta.ee/issues>

	<p>A few interesting takeaways from the content preferences survey:</p> <p>Project documentation and written tutorials are perceived as most valuable, followed by video tutorials and blogs</p> <p>The official project website and Github are the preferred locations to find/consume content.</p> <p>Github and YouTube are preferred social platforms, followed by LinkedIn and X</p> <p>Note:</p> <ul style="list-style-type: none"> - Marketing plan 2024 has the content plan per quarter - Videos: what are we seeing in terms of traffic increases and subscribers from the Youtube videos that are covered by the paid promotion? - Can we use the GitHub repo or content views on social popularity to determine what video/learning content to create next? - Let's look at the CTA options for the videos to drive greater engagement. E.g. tutorials, starter
<ul style="list-style-type: none"> - Increase Jakarta EE adoptions: members to help measure - - - Jakarta EE Update - Member tracking spreadsheet (link) 	<p>Notes:</p> <ul style="list-style-type: none"> - Sonatype - can we gain access to some of the Maven Central data that is relevant to Jakarta EE? <ul style="list-style-type: none"> - Cesar to investigate the API to see what is possible.
<p>Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11]</p>	<p>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.</p> <ol style="list-style-type: none"> 1. [Complete] Brainstorm about directions we should take Jakarta EE after release 11 is out. This will involve working sessions with the Steering Committee, Spec Committee, Marketing Committee and member organizations. 2. [Complete] Generate a working document that will influence the next generation of specs, messaging, content, and more. 3. [In Progress] Integrate top ideas into the technical survey to gather feedback.

	<ol style="list-style-type: none">4. [In Progress] Deliver specification and working group recommendations to relevant committees.5. [In Progress] Form an interest group (Name TBD) to prioritize and explore the topics in greater detail, especially those beyond the typical Jakarta EE scope. Initial participation interest: Microsoft, Payara, IBM, Oracle. Tomitribe
2024 Planning - Marketing Plan (link)	<ul style="list-style-type: none">- Looking at the breakdown into quarterly goals- Marketing plan 2024 has the content plan per quarter