Jakarta EE Marketing Committee Meeting - 16 May, 2024 (11:00 ET)

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

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
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)	
Stallone Anandan (Payara)	

Current Projects	Ongoing Priorities

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
● Finalize the Technical survey questions
● Website improvements e.g. Learn page, sponsorship page, spec pages, etc	

Action Items:	Completed:
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	

Agenda	**Minutes**
General discussion **(2mins)**	
Upcoming Meetings - May 2, 2024 - May 16, 2024 (Neil away)	
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	
2024 Jakarta EE Developer Survey	Timeline link Notes: **1236 responses as of 15 May, we are behind last year's results of 1582** **Members:**

Survey data table 1:

Date		16 May
Location	Link	1582
Member Companies		177
IBM	https://www.surv	14
Microsoft	https://www.surv	14
Payara	https://www.surv	14
Oracle	https://www.surv	13
Tomitribe	https://www.surv	1
Fujitsu	https://www.surv	37
Primeton	https://www.surv	84

Survey data table 2:

Date 2024		15 May
Location	Link	1236
Member Companies		
IBM	https://www.surveymonkey.cc	4
Microsoft	https://www.surveymonkey.cc	0
Payara	https://www.surveymonkey.cc	1
Oracle	https://www.surveymonkey.cc	1
Tomitribe	https://www.surveymonkey.cc	0
Fujitsu	https://www.surveymonkey.cc	16
Primeton	https://www.surveymonkey.cc	81

	- **[All collector links are here.](#)** -[Social kit](#) to promote - Translations are being added to survey monkey -[Draft 2024 questions](#) Discussion: need more promotional help from committee members. Eric reports substantial promotional effort on his part, just recently. Thank you Eric! Hoping to get more member association/connections engaged in promotional materials Notes: 1. Promote the timing along with social posts to give people a clear about the end of the survey 2. Ed to test the Oracle link to confirm it is capturing the data correctly

2024 Events
- **What do we want to do next year?**
   - **Track sponsorship?**
   - **Surround?**
   - **Other ideas?**
	- [2024 Conference sheet](#)
	- We are awaiting feedback from the JCON event from May 13-16
	
	[OCX](#) - Information on this new event format
	
	● **Sponsor prospectus can be found via the above link or [here](#).**
	● **CFP is now open. Here are the topics for [Open Community for Java.](#) please submit talks it closes on 31 May**
	● Program committee is being formed to manage the event.
	Cop Open Community Experience – Open Community for Java CFP open through end of May – [CFP Link](#)
	
	● **DevBCN, Barcelona:** EF has been offered a community stand. [booth sign-up sheet](#) for mebers to help with staffing the booth
	   ○ Will Payara be in attendance? Stallone is checking with Dominika
	
	Jakarta Tech Talk
	- Eric - 2 tech talks planned
	   - March 28 (Chinese community)

	- 3Q F2F event (Beijing) Notes: 1. Eric to send email about the March 28th results.
Jakarta EE Technical Survey - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full stack Java - Need to build out questions.	● The first draft of the survey questions ● Deadline for MP committee is on Mon. May 20th. Shabnam will then incorporate final comments Notes: - Survey questions reviewed and updated. - Next steps - need to send out to project team(s) for review - MP & Jakarta EE - Reza to review the updated version and share with the MP committee.
Jakarta EE 11 release marketing plan ● Jakarta EE 11 messaging doc ● Jakarta EE release marketing plan	**Notes:** ● We had a WG session with the MKT CMTE and updated the messaging doc with some action items ● See Jakarta EE Messaging Doc for latest actions/deadlines.

Content (Shabnam)
 	
- Video and page
- Github issue
—————————————————————————
- Spec documents and video scripts
- Starter Project
—————————————————————————
- **Tech Talk-**
    - **Sign up sheet**
    - **Sign up sheet** result
    - **Scheduled talks**
-
	● **Jakarta EE 11 MKT activities:**
	  ○ EE 11 copy for the release page is in works
	  ○ Shabnam shared the copy for features and benefits section with Dominika to provide feedback
	  ○ Theme image for the EE 11 release is in works
	  ○ Next we'll work on the video script for the key features release video
	  ○ EE 11 spec image is in works, will share the mockup once ready
	
	● **Sponsorship page**
	  ○ **Is now live**
	● **Finalizing video: Jakarta Persistence**
	  ○ Video is live
	  ○ **505 views**
	
	● **Working on a new video for Q2: Jakarta Data**
	
	● **Swag for Chinese community - Tshirts, post cards, sweatshirt etc.is in works - Shabnam is working with Eric**

	on this.
	
	●
	● **Youtube ads for [Platform video](#) 782k views from only 1.7k before the ads on April 16**
	
	● **[Q1 MKT Operations Updates](#)**
	● [The second video that is about "Jakarta RESTful web service"](#) is live and being promoted with over 350 views
	102k+ views as of 16 April
	● **We are running ads on How to Contribute (218k views), become a committer (188k views) and Why Jakarta EE videos (112k views)**
	
	● **community recognition card:**
	   ○ **The design is finalized based on the feedback and will be sent to the list Eric provided by 5/22**
	   ○ Need criteria for nominations to receive these.
	   ○ Awarded to those who have contributed significantly to share about Jakarta EE
	     ■ Organizing events (live and virtual)
	     ■ Translation work (Project management - prioritize what should be translated and who should do the work)
	     ■ Event participation
	       ● Deliver talks
	       ● Work in booth
	       ● Help with livestream/recording
	     ■ Contributions to the specs/projects
	
	● **content updates to the specs pages issues** here:
	
	https://github.com/jakartaee/jakarta.ee/issues

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. Neil is working on this. We should have an update by 5/30
	  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. 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

JakartaOne Livestream - regional
- Portuguese (January 19, 2024)
- Determine what regional events will be run and when
	2023 JakartaOne Livestream Report deck
	
	2024 JakartaOne Livestreams
	
	- Look to the communities for their tentative dates so we can plan out the calendar for the year.
	    - Chinese- September 26th.
	    - December 3 - JakartaOne LiveStream (main event)
	    - Spanish? - still awaiting feedback from team
	    - Japanese-will be confirmed by April, most probably July-August. Shabnam working with Kenji on this.

2024 Planning - **Marketing Plan (link)**	- Looking at the breakdown into quarterly goals - Marketing plan 2024 has the content plan per quarter
- Increase Jakarta EE adoptions: members to help measure - - - **Jakarta EE Update - Member tracking spreadsheet (link)**	Notes: - Sonatype - can we gain access to some of the Maven Central data that is relevant to Jakarta EE? - Cesar to investigate the API to see what is possible.