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

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2lIpp3NVwiFy0SlZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Projects Q1 Priorities	**Ongoing Priorities** -

Action Items:	Completed:
2022-09-01: use cases, configurations that are common and provide guidance **2023-04-20: Neil - start draft for outreach to IT Decision Makers** **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	**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 - January 25 - February 8	
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	
2024 Planning **- Marketing Plan (link)**	- Looking at the breakdown into quarterly goals
2024 Jakarta EE Developer Survey	Timeline link -Confirm which communities are interested in translating the questions - Spanish translation confirmed -Draft 2024 questions for review by 25 Jan
2024 Events **- What do we want to do next year?**	- 2024 Conference sheet Tanja - looking at smaller meetup events with JUGs

- **Track sponsorship?**
- **Surround?**
- **Other ideas?**
	DevNexus - see planning sheet
	Booth sign-up Sheet
	Social Kit to promote the event
	
	OCX - heads up
	● Save-the-date is live via this link.
	● 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:**
	● **Open JDK Runtimes**: Enterprise-ready, Secured and Verified Runtimes and vendor-neutral JDK initiatives for use across the Java ecosystem, including use cases.
	      JVM and other virtual machines
	      Runtimes (Eclipse Temurin, …)
	      Testing and Quality measures for OpenJDK distributions (AQAvit)
	      Security Supply chain: SBOM, SSDF, SLSA
	      Java Version Migration tools
	      Mission Control
	      Enterprise Case studies and success stories using Temurin, and other Adoptium projects.
	    Enterprise Java Standards and Frameworks: Java Frameworks and standards, with industry leaders and innovators' insights into implementations and real-world impacts.
	      Jakarta EE
	      MicroProfile
	      Implementations
	      Spring and Jakarta EE relationship
	      Specifications and TCKs.
	      Industry Use Cases
	    Java SE topics: Delve into the latest updates for Core APIs shaping and the Java Standard Edition in our dedicated track.
	      Virtual Threads
	      Valhalla, Panama, Amber, …
	      Pattern-Matching
	      Records, Textblocks, …
	    Topics related to Cloud Platforms: Explore cloud-native development, where innovative

	technologies redefine the landscape of software deployment and scalability. Containers Microservices Eclipse JKube Orchestration **Other related topics**: Emerging trends and transformative solutions converge to shape the future of open source Java. Emerging technologies. Architecture Methodology Best Practices Jakarta Tech Talk - Report: Chinese community (December 14) 4th of 4 for the year - how did it go? - Can we share the recordings so we can add to the Youtube channel? - December recordings will be loaded but previous tech talk recordings are already on the site. Link: https://jakartaone.org/zh/2023/chinese/
JakartaOne Livestream - regional - Portuguese (January 19, 2024) - Determine what regional events will be run and when	**[2023 JakartaOne Livestream Report deck](#)** - **For 2024 - need marketing committee to have an earlier contest around the them** **2024 JakartaOne Livestreams** - Portuguese Event: Great success with over 550 registration and 100+ live attendees each session - Look to the communities for their tentative dates so we can plan out the calendar for the year. Portuguese - 220 registrations as of Jan 11.
Content (Shabnam)	**homepage banner update (live),** **starter guides page (live),**

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](#)**
  -
	learn page (live),
	content updates to the specs pages issues here:
	
	https://github.com/jakartaee/jakarta.ee/issues
	
	- [The second video that is about "Jakarta RESTful web service"](#) is live and being promoted with over 350 views
	
	Note:
	- [Marketing plan 2023 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.

Request to promote the Steering Committee resolution on EE 11 narrative:
"Resolved, the Steering Committee recommends that the Jakarta EE Working Group begin planning for the next Jakarta EE 11 release as proposed in the Jakarta EE 11 Narrative Presentation, with the following high level guidelines:
 	
● Target Java version 21
● Target GA date Q3 2024
● Priorities:
  ● Unified APIs improving Developer Experience
  ● New Specifications
  ● Build on the Latest Java
  ● Enable Community Contribution
● **[Messaging document](#) draft started and being updated by Ed Burns**
● [Shabnam to share social kit](#)
●
 	
These guidelines are provided to encourage a common community direction for Jakarta EE 11."
	Notes:
	
	Need to be smart about what we do to promote release 11 before the actual release
	
	Notes:
	1. Review Messaging Document and social kit for necessary updates.
	
	Current pages live that we can promote for milestone 1.
	
	Jakarta EE 11 Platform Project ([link](#))
	- Milestone 1 ([link](#))

Jakarta EE Technical Survey - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 - Need to build out questions.	

Jakarta EE - Beyond 11 (Neil)
● Start to brainstorm on directions we should take Jakarta EE
● Involve Steering Committee, Platform team, Spec Committee, Marketing
● Member contributors - have discussions within member organizations
	Proposal put forward to Steering Committee and accepted.
	Document for discussion and ideation created - link
	Timeline:
	    - November/December - meetings being scheduled
	        - IBM
	        - Microsoft (Reza)
	        - Oracle (Will, Ed, Melissa)
	        - Payara (Dominika)
	        - Tomitribe (Cesar)
	        - Primeton (Eric)
	        - Fujitsu (Yuichi)
	        - Committers (Otavio)
	Notes: