

Jakarta EE Marketing Committee Meeting - January 12, 2023 (11:00 ET)

Attendees: 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) David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)	Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Projects Q1 Priorities <ul style="list-style-type: none">• Deliver the 2023 developer survey• Promote Jakarta EE 11 messaging• Create a successful experience for Devnexus in April• Deliver the EF community newsletter dedicated to Jakarta EE in March• Focus on Asia market:<ul style="list-style-type: none">◦ Translations into Chinese & Japanese◦ 1 Tech Talk in Chinese• Finalize selected explanation write-ups and video scripts on main specs• Create content targeting IT Decision: define concept and develop a framework • Engage with JUGs to drive awareness of Adopt a Spec• Engage with potential Asian committer/contributors to assess requirements• provide regular updates / quarterly meetings for that market• Explore translation/localization of key committer/contributor interfaces	

<p>Ongoing Priorities</p> <ul style="list-style-type: none"> - Promote compatible products on various social channels - Promote individual contributors - Evangelize Jakarta EE at major events/trade shows of relevance to our community - SEO & PPC related implementation - Jakarta EE Article Series - compatible products in action - Host & promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream - Promote individual contributors and newly elected committers and new contributors social channels and on the community news section of the Jakarta EE website. 	
<p>Action Items:</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 ● 2022-09-01: use cases, configurations that are common and provide guidance 	<p>Completed:</p> <ul style="list-style-type: none"> ● 2021-09-16: Update testimonial quotes from members for (250 characters max) site NOW!!! (add directly to github issue) ● 2021-09-30: Review and provide input on overarching theme and strategy for 2022 planning - Plan due Nov 1. ● 2021-09-30: Promote JakartaOne Livestream event (All) ● 2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All) ● 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam) ● 2022-02-03: Promote launch of eBook (all) ● 2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil) ● 2022-03-03: Promote Developer Survey (All) ● 2022-05-26: Look at creating representative images as well as updated branding guidelines to ensure confusion is limited (Neil) ● 2021-07-08: Set up tech talk for website update (Chris to deliver) ● 2022-03-31: Jakarta EE 10 Launch (All) ●

Agenda	Minutes
General discussion (2mins)	
<p>Upcoming Meetings</p> <ul style="list-style-type: none"> - January 12 - 11:00 a.m. ET - January 26 - 11:00 a.m. ET 	<p>Note: Steering committee will be meeting bi-weekly starting January 17th</p>

Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> - Had a brief discussion about the DevNexus Jakarta EE track <ul style="list-style-type: none"> - Selection of the remaining track sessions should be addressed this week in Marketing Committee meeting - Reviewed translation request - Chinese (from Eric's email) <ul style="list-style-type: none"> - The Eclipse Foundation is checking on specification licensing implications and attempting to define the objectives of the request. - This research will be reviewed at Spec Committee. - Discussed Jakarta EE 11 narrative <ul style="list-style-type: none"> - "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: <ul style="list-style-type: none"> - Target Java version 21 - Target GA date Q1 2024 - Priorities <ul style="list-style-type: none"> - Unified APIs improving Developer Experience - New Specifications - Build on the Latest Java - Enable Community Contribution - These guidelines are provided to encourage a common community direction for Jakarta EE 11." - Marketing Committee to create marketing message for the Jakarta EE 11 direction (see agenda below)
2023 Marketing Plan by quarter Approved marketing plan (link) <ul style="list-style-type: none"> - Marketing plan by quarter (link) Shabnam 	<ul style="list-style-type: none"> - Q1 - Any other surveys we know of related to Jakarta EE topic areas? <ul style="list-style-type: none"> - OmniFish survey (still running); potentially work with them on technical survey?
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: <ul style="list-style-type: none"> • Target Java version 21 • Target GA date Q1 2024 • Priorities: <ul style="list-style-type: none"> • Unified APIs improving Developer Experience • New Specifications 	

<ul style="list-style-type: none"> • Build on the Latest Java • Enable Community Contribution <p>These guidelines are provided to encourage a common community direction for Jakarta EE 11.“</p>													
<p>2023 Jakarta EE Developer Survey</p> <ul style="list-style-type: none"> • Timeline • 2022 Developer Survey Questions • Do we have any additional objectives that we want to achieve from the survey this year? • How to increase our reach? 													
<p>DevNexus Track</p> <ul style="list-style-type: none"> - Track session selection spreadsheet - Review list - Further selection will be postponed until after organizers clarify Jakarta EE proposals in other tracks still being available 	<table border="1"> <thead> <tr> <th>Title</th><th>Speaker(s)</th></tr> </thead> <tbody> <tr> <td>Jakarta EE or Spring? Real world testimonies</td><td>Jose DiazPERU JUG</td></tr> <tr> <td>Applied Domain-Driven Design Blueprints for Jakarta EE</td><td>Jorge CajasManager at MangoChang Reza RahmanPrincipal Program Manager on Azure at Microsoft</td></tr> <tr> <td>Jakarta EE for Spring Developers</td><td>Ivar GrimstadJakarta EE Developer</td></tr> <tr> <td>Deep Dive MicroProfile 6.0 with Jakarta EE 10 Core Profile</td><td>Emily JiangIBM, Cloud Native Architect Chief Advocate for Liberty</td></tr> <tr> <td>Jakarta EE and MicroProfile Highlights</td><td>Josh JuneauJakarta EE Guru Edwin DerksPrincipal Consultant @ Rockstars IT</td></tr> </tbody> </table> <ul style="list-style-type: none"> • Tanja - waiting to hear from organizers confirming that they don't intend to change talk tracks • Looking to see what Jakarta EE talks have already been accepted in other tracks • Should we include Jakarta EE talks from other tracks that are not selected in our deliberations for the next 5 talks? - Based on this experience, we should draft a set of guidelines and criteria for talk selection (Caesar) 	Title	Speaker(s)	Jakarta EE or Spring? Real world testimonies	Jose DiazPERU JUG	Applied Domain-Driven Design Blueprints for Jakarta EE	Jorge CajasManager at MangoChang Reza RahmanPrincipal Program Manager on Azure at Microsoft	Jakarta EE for Spring Developers	Ivar GrimstadJakarta EE Developer	Deep Dive MicroProfile 6.0 with Jakarta EE 10 Core Profile	Emily JiangIBM, Cloud Native Architect Chief Advocate for Liberty	Jakarta EE and MicroProfile Highlights	Josh JuneauJakarta EE Guru Edwin DerksPrincipal Consultant @ Rockstars IT
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<p>Content (Shabnam)</p> <p>Why Jakarta EE</p> <ul style="list-style-type: none"> - Video and page - Github issue <hr/> <ul style="list-style-type: none"> - Spec documents and video scripts - Starter Project 	<p>Jakarta EE Tutorial (link)</p> <p>The invitation for proposals went out and we are investigating the options. Shabnam will report back once a technical writer for the task is secured.</p> <hr/> <ul style="list-style-type: none"> - Explanation write-ups and video scripts on 7 specs: - 												

<hr/> <ul style="list-style-type: none"> - Tech Talk- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks 	<ul style="list-style-type: none"> - on 7 specs has started, video scripts will be extracted from those write ups <ul style="list-style-type: none"> - Jakarta Contexts and Dependency Injections for review by 20 January - Jakarta Contexts and Dependency Injections Video Script for review by 20 January - Jakarta Concurrency video script for review by 20 January - Jakarta EE Platform write-up for review deadline complete - Jakarta EE Platform Video Script for review deadline complete - Jakarta Concurrency write-up review deadline complete - Translations-Glossaries shared with Kenji and Eric to review and validate before moving forward with translations of the files - - Starter Project: - technical writer started working on the first article this week to create articles around main specs similar to “next” in spring.io expected to receive the first two articles by end of Dec. <ul style="list-style-type: none"> - 1. How to construct and consume a RESTful Web Service for review by 20 January - 2. How to store and retrieve data using Jakarta Persistence - 3. How to start with Servlets / How to build Servlets - 4. How to use Jakarta Security / How to secure your application
2023 - Events <ul style="list-style-type: none"> - Hackathon by Payara - JCon 20-23 June CFP: https://2023.europe.jcon.one/call-for-papers - What events are members planning on sponsoring? - Event list - Please add events that are focused on decision makers and industry verticals 	<ul style="list-style-type: none"> - Add your events into the spreadsheet

<p>Jakarta EE Technical Survey</p> <ul style="list-style-type: none"> - Is this still a priority for 2023? - Can we work with another org to integrate our desired questions into a broader survey? 	<ul style="list-style-type: none"> - Initial response - yes, still a survey we should do - Combine into Omnifish survey <ul style="list-style-type: none"> - Theirs is open to all but ours tends to be more targeted. - Is there another org we should consider <ul style="list-style-type: none"> - Send over representative survey requests to Shabnam for consideration - Get a larger audience and then use remaining funds for a report that covers the results - If we do our own survey we can translate into priority languages
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Lock-in December 5 2023 as the global event - Determine what regional events will be run and when 	<p>Please let us know when the regional events can be done so we get enough runway for promotion.</p> <ul style="list-style-type: none"> - Can we leverage the registration lists from past JakartaOne Livestreams to determine interest in organizing these type of events?