

Jakarta EE Marketing Committee Meeting - February 22, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2lIpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

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 (Princeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep)	Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Projects Q1 Priorities <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• Create a Jakarta EE 11 Release MKT Plan• Deliver 3 Jakarta EE dedicated articles in the EF community newsletters in Q1• Focus on Asia market:• 1 Tech Talk in Chinese• Deliver 1 Jakarta EE Spec video (Jakarta Persistence)• Website improvements e.g. Learn page, spec pages, etc	Ongoing Priorities -

Action Items: <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 	Completed: <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 •
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Agenda	Minutes
General discussion (2mins)	-
Upcoming Meetings <ul style="list-style-type: none"> - February 22 - March 7 	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	-
2024 Events <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"> - Schedule not yet available for sessions across the tracks; anticipate it will be available next week. Share when available.

	<ul style="list-style-type: none"> - Still waiting on registration numbers but hearing we need to do better on promotion. <ul style="list-style-type: none"> - Perhaps ask organizer to blog in support of the track and content - Promo videos from key speakers - Emphasis is on promoting the workshop and the track <hr/> <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>Jakarta Tech Talk</p>
<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 - Need to build out questions. 	<ul style="list-style-type: none"> • The first draft of the survey questions • Please review by 22 Feb • Feedback will be discussed at the 22 Feb meeting • The next step is to share the questions with project teams to review and provide feedback <p>Notes:</p> <ul style="list-style-type: none"> - Please provide initial reviews on the content of the survey. It is an early draft. - Questions related to the Beyond Jakarta EE 11 work will be added before the survey is done. - Potential to add content about MicroProfile - Extend review until March 21, 2024 - Extend invitation to MicroProfile and Adoptium groups to integrate more of a full-stack Java flavor into the survey - Need to make it available for comments to broader community groups - Make OmniFish aware of the desire to open the scope of this survey - Tanja
<p>2024 Jakarta EE Developer Survey</p>	<p>Timeline link</p> <ul style="list-style-type: none"> -Collector links are created, will share with members and various communities closer to launch -Social kit is being worked on -Confirm which communities are interested in translating the questions - Portuguese, Chinese and Spanish translation confirmed

	<p>-Draft 2024 questions</p> <p>Notes:</p> <ul style="list-style-type: none"> - Collector links created - Social kit coming as soon as survey is ready
<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-pending date - Spanish? - Japanese-will be confirmed by April, most probably July-August
<p>Jakarta EE 11 release marketing plan</p> <ul style="list-style-type: none"> • Jakarta EE 11 messaging doc • Jakarta EE release marketing plan 	<p>Notes:</p>
<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 <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"> • EF March Newsletter: will feature an articles from Ivar (Spring and Jakarta EE) and one from Emily (AI and Jakarta EE) • Youtube ads for Platform video went live on 19 Feb, 26k views from only 1.7k before the ads • The second video that is about “Jakarta RESTful web service” is live and being promoted with over 350 views • 36k+ views as of Feb 21 • Started working on a new video: Jakarta Persistence <ul style="list-style-type: none"> ○ Working to condense the Video script • Q4 MKT Operations Update Report • learn page (live) is being updated by Specification guides and video guides • content updates to the specs pages issues here: <p>https://github.com/jakartaee/jakarta.ee/issues</p>

	<ul style="list-style-type: none"> - We are creating an infographic of the 2023 Jakarta EE Survey report to promote leading up to the release of 2024 Jakarta EE Developer survey <ul style="list-style-type: none"> - Is created and being added to the website <p>Note:</p> <ul style="list-style-type: none"> - Marketing plan 2024 has the content plan per quarter
<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.
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<p>Jakarta EE - Beyond 11 (Neil)</p> <ul style="list-style-type: none"> • 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 	<p>Proposal put forward to Steering Committee and accepted. Document for discussion and ideation created - link</p> <p>Timeline:</p> <ul style="list-style-type: none"> - November/December - meetings being scheduled <ul style="list-style-type: none"> - IBM - Microsoft (Reza) - Oracle (Will, Ed, Melissa) - Payara (Dominika) - Tomitribe (Cesar) - Primeton (Eric) - Fujitsu (Yuichi) - Committers (Otavio) <p>Notes:</p> <ul style="list-style-type: none"> - Neil to send out an email outlining the possible creation of an Interest Group to support forward looking activity for the Jakarta EE Working Group - Neil to consolidate the input in the Beyond Jakarta EE 11 document and send out an update with an initial set of priorities.
<p>2024 Planning</p> <ul style="list-style-type: none"> - 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