Jakarta EE Marketing Committee Meeting - March 30, 2023 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SlZEsq-w RZalzoq5P8sAow4hpSS.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)	
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)	

Current Projects
Q1 Priorities
- 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:
  - 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

Ongoing Priorities

- Implement/ Continue SEO efforts
- Continue Promotional campaign around EE 10
- Increase Jakarta EE adoptions: members to help measure

- Promote compatible products on various social channels Promote individual contributors

- Evangelize Jakarta EE at major events/trade shows of relevance to our community

- Host & promote virtual events: Tech Talks, Virtual Tours, JakartaOne Livestream
- Giveaways
- Promote individual contributors, newly elected committers/contributors on social and the community news section of the Jakarta EE website.

Action Items:	Completed:
● **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**	

Agenda	Minutes
General discussion **(2mins)**	How to contribute presentation - Increase Jakarta EE adoptions: members to help measure - Looking for data on implementation downloads (members to check on sharing the data) - Break out version if possible - Can share as a collective number rather than separate member data
Upcoming Meetings - March 30 - 11:00 am ET - April 13 - 11:00 am ET - April 20 - 11:00 am ET	(Neil will be away April 13)
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	Developer Survey - Reviewed timeline and push for promotion Devnexus - Jakarta EE track - DIscussed the status and encouraged participation Jakarta EE 11 - Reviewed status of social plan for Jakarta EE 11 and recommended using the social kit for member of engagement Objectives - Reviewed Q1 and initial Q2 objectives, including Marketing.
2023 Jakarta EE Developer Survey ● Timeline ● **2023 Developer Survey Questions** ● ● **Translation of the survey to drive more participation from other communities?**	● **Tracking Links** - please use the one for your organization ● Survey result report so far: EF collector links: **Community links:** **Members**:

● How to increase our reach? 　○ Target participation of 2000 　○ [2022 Survey participation report](#)	Fujitsu 15 IBM 9 Microsoft 0 Oracle 0 Payara 5 Tomitribe 0 **Translation links:** Chinese 31 Spanish 13 Portuguese 2 Japanese 2 Notes: - Eric - would like separate links for some Chinese community members - Shabnam to follow up.
DevNexus Track - [Track session selection spreadsheet](#) - Review list - Further selection will be postponed until after organizers clarify Jakarta EE proposals in other tracks still being available - **Social kit and cards to promote** 　　**- Members promotions?** - **Devnexus Planning sheet** - **Devnexus booth sign-up sheet** 　- Need support to cover the booth as the EF staff will be present at the Jakarta EE track - Metrics 　- Average 20+ attendees 　- 150 booth visits?	Notes: - Social gathering (before Speaker's dinner) 　- Tuesday evening in-between the end of workshops/JUG leader summit and the start of the speaker dinner (5-7PM) 　- Not sponsored so pay for what you eat/drink - Cafe: [Der Biergarten](#)- reservation not required - Looking for ways to promote 　- Developer newsletter 　- Previous attendees outreach 　- Local clients **Need support from members to cover the booth** **[Speaker presentation template](#)** **Banner [1](#) & [2](#)** **Notes:** - Invite all to get members attending help out at the booth. It is a great opportunity to share what your organization is doing with Jakarta EE - Back up is video and single person at the booth

2023 Marketing Plan by quarter Approved marketing plan ([link](#)) - Marketing plan by quarter [(link)](#) Shabnam	-
2023 - Events - **JNation sponsorship (June 6-7)** - **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	-
JakartaOne Livestream - regional - Lock-in December 5 2023 as the global event - **JakartaOne Livestream Chinese in September** - **Spanish - November** - Determine what regional events will be run and when	We have confirmation from Chinese-Sep, Portuguese-August, Spanish-9 Nov community to run the livestreams this year - German livestream is not confirmed yet; possible for July but waiting on input. Please let us know when the regional events can be done so we get enough runway for promotion.
Jakarta EE Technical Survey - [Proposed Timeline](#) - Can we work with another org to integrate our desired questions into a broader survey?	- Combine into Omnifish survey - Shabnam has received the questions this week, will review internally but we think it's best to share it with the project team potentially even in May that the developer survey is closing to avoid the confusion between the two.
Content (Shabnam) Why Jakarta EE - [Video](#) and [page](#) - [Github issue](#) ————————————————————— - Spec documents and video scripts - Starter Project —————————————————————	**[March newsletter](#)** [dedicated to Jakarta EE](#) with 3 spotlight articles on Jakarta EE 11, Jakarta EE Starter project and an article featuring individual specs that will be a part of 11 ————————————————————— - **Translations-**delivered yesterday and shared on an issue with Eric & Kenji: - Kenji needs one more week to complete the review. - https://github.com/jakartaee/jakarta.ee/issues/1641 - https://github.com/jakartaee/jakarta.ee/issues/1642 **Notes:**

- Tech Talk-
    - **Sign up sheet**
    - **Sign up sheet** result
    - **Scheduled talks**
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	- **Eric - could we get some of the Chinese community members more involved with the translations and actually do the translations?**
	- **Shabnam - lots of issues with the translations done by the agency - sections are hard to understand for native speakers.**
	- **Eric - could we give SWAG to those who help out.**
	    - **Marketing committee - YES.**
	
	- **Explanation write-ups and video scripts on 7 specs:**
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	- on 7 specs has started, video scripts will be extracted from those write ups
	
	    - Jakarta Security, Jakarta Authorization, and Jakarta Authentication Explained **please review by 30 March**
	    - Jakarta Security, Jakarta Authorization, and Jakarta Authentication video script **please review by 30 March**
	    - Jakarta Servlet, Jakarta Faces and Jakarta Server Pages Explained Please review by Mar 30, 2023
	    - Video Script-Jakarta Servlet, Jakarta Faces and Server Pages Please review by March 30
	    - Jakarta Persistence Explained Please review by April 7
	    - (Video Script) Jakarta Persistence Explained Please review by April 7
	    - Jakarta RESTful Web Services Explained Please review by April 7
	    - (Video Script) Jakarta RESTful Web Services Explained Please review by April 7
	
	    - **Jakarta Concurrency video script finalized**
	    - 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

	- **Jakarta Contexts and Dependency Injections** finalized
	- **Jakarta Contexts and Dependency Injections Video Script** finalized
	- **Jakarta EE Tutorial ([link](#))**-Kick off meeting with the writer next Wednesday
	## - 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.
	- 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

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 Q1 2024
● Priorities:
  ● 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."
	Notes:
	
	- [Shabnam to share social kit](#)
	  - Please review, provide your input and then we can start to share it across our social channels.