Jakarta EE Marketing Committee Meeting - July 13, 2023 (11:00 ET)

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
Q3 Priorities

- Deliver the 2023 developer survey report
- Deliver the EF community newsletter dedicated to Jakarta EE in August
- Create a successful experience for Community day for Java Developers at EclipseCon
- Build/ add content on specs pages
- Refresh Jakarta EE Tutorials incrementally
- JakartaOne Livestream in Portuguese
- JakartaOne Livestream in Chinese
- Focus on Asia market:
    - translations into Chinese & Japanese
    - 1 Tech Talk in Chinese per Q
- Create content targeting IT Decision Makers: conduct interviews with customers of members and/or modify members' use cases to incorporate

Ongoing Priorities

- Implement/ Continue SEO efforts
- Continue Promotional campaign around EE 11 planning
- 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: use cases, configurations that are common and provide guidance **2023-04-20: Neil - start draft for outreach to IT Decision Makers** **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](#))** **2023-07-13:** Need help updating the components listed in the document at this [link](#)	**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**

Agenda	Minutes
General discussion **(2mins)**	-
Upcoming Meetings - July 27- 11:00 am ET - August 10 - 11:00 am ET	
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	- Reviewed JakartaOne Livestream status (provide to Steering committee) - Plan review ballot - Jakarta EE 11 - Jakarta EE 11 component specs - Jakarta EE 11 specs "No Update" - 11 - Jakarta EE 11 specs "No Ballot Required" - 4 - Jakarta EE 11 new spec ballots completed - 4 - Jakarta EE 11 new spec ballots in progress - 5 - Jakarta EE 11 new spec mentor review in progress - 1 - Jakarta EE 11 new specs not yet in ballot - 4

	- Jakarta EE component specs under consideration for Jakarta EE 11
	    - Jakarta EE new specs ballots in process - 1
	    - Jakarta EE new specs not yet in ballot - 2
	
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Q2 Priorities review **2023 Marketing Plan by quarter** Approved marketing plan (link) - Marketing plan by quarter (link) Shabnam - Will review status of 2Q plans along with outlining our 3Q plans on our next call.	● Successfully host the Jakarta EE track at Devnexus, Atlanta ● Promote Jakarta EE 11 messaging ● Refresh Jakarta EE Tutorials incrementally ● Create content targeting IT Decision: define concept and develop a framework ● Deliver 1-2 articles around the starter project ● Update tooling data sheet and create a HTML version ● Deliver 1 video on updated specs ● Email campaign to promote the blockers survey to Jakarta EE contacts ● developing a framework for collaboration (participating in Hackathons, etc.) with JUGs to attract new contributors, committers, ● Explore program for expanding use of Jakarta EE in educational institutions Note:
Jakarta EE - Beyond 11 ● 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	

● **Jakarta EE Tutorial (link)-73% of the work is done**
  ○ Exploring using Antora for formatting and user experience
  ○ Link to all issues that are being worked on by the technical writer & EF team: https://virtua.atlassian.net/jira/software/c/projects/JETUT/issu
	Feedback is still needed (~~by June 23rd~~)
	- Chapter ordering - proposed order is broken
	- https://virtua.atlassian.net/wiki/spaces/JETR/pages/2763423745/New+order+of+chapters
	
	Questions:
	- Outstanding - Can we get working on language specific versions, eg. Chinese?

es/?filter=allissues ○ Most recent build: ○ https://virtua-tech.github.io/jakartaee-tutorial-playbook/jakartaee-tutorial/current/index.html	- Can this framework support relatively easy translation and use of the layout and structure? - Need to research pattern for language support. you can see the most recent build here: https://virtua-tech.github.io/jakartaee-tutorial-playbook/ JIRA board: https://virtua.atlassian.net/jira/software/c/projects/JETUT/boards/7
Update tooling data sheet and create a HTML version (link)	Dominika to drive the kickoff review Same document with updates from Dominika: https://docs.google.com/document/d/1c4XDPkuI8ihKISrx2IvWwv_-4zmPDBmD8fSc3VZCxrQ/edit Note: - Melissa and Otavio reviewed and provided updates - Content is confirmed - design team is working on an update for review next week. - Instead of using "** Broader list available here" we should pull the list for 10 from compatible products page and then work on the broader list separately - Need help updating the components listed in the document at this link
Email campaign to promote the blockers survey to Jakarta EE contacts ● Create a short survey to understand the blockers for community members to become a contributor/committer – document created **https://docs.google.com/document/d/14G45EFyW_x52p1s8mEK4u9nTPddwb2xnVbtFqBif30o/edit will be sent out , members to have a look at these questions and review / add feedback by end of April.** To be send out early June	331 responses as of 12 July Report here Actions: 1. Look at results and create 101 level content on the top issues 2. Take a pragmatic approach to the content - testimonials, how-to's, etc. 3. Get feedback from the China tech talk on the subject 4. Look at face-to-face event enablement and discussion area - onboarding at the event

2023 - Events
    - **JConf**
    - **JPrime**
    - **JNation sponsorship (June 6-7)**
	DevBCN: 1057 attendees. 237 scanned badges at the booth. Payara helped at the booth; good interaction; 3 Jakarta EE related talks.

- **DevBCN**
- **Hackathon by Payara**
- **JCon 20-23 June CFP:**
- What events are members planning on sponsoring?
- [Event list](#)
- Please add events that are focused on decision makers and industry verticals
	Community Stand Sign-up sheet:
	https://docs.google.com/spreadsheets/d/1ZsWFFfJ_cGCK-tVf7fXaEErWmMwvFZ562SDKnqVUPJk/edit#gid=0
	
	Note:
	Community Day @EclipseCon
	   - Registration is now open https://www.eclipsecon.org/2023/registration
	   - Deadline for CFP is 17 July https://www.papercall.io/javacommunityday-eclipsecon
	   -
	   - https://www.eclipsecon.org/2023/java-community-day
	   - Looking at many more attendees (working with local JUG and community)
	   - Social kit to promote the event: https://docs.google.com/document/d/1SJKNzSUMf9Kd_JPFsVTOaw3Cgx-SN0BIV39NvqG6_qs/edit
	   -
	
	      - Separate CFP from EclipseCon (promotion starts today - June 15)
	      - Looking to keep cost as low as possible
	   - Estimated budget $10k (for Jakarta EE WG)
	   - MicroProfile WG will sponsor community day $3k as well; along with some swag.

JakartaOne Livestream - regional
   - Lock-in December 5 2023 as the global event
   - Chinese in September
   - Portuguese 15 August
   - Spanish - November
   - Determine what regional events will be run and when
	Website updated : https://jakartaone.org/ all upcoming events listed, save the date promo started already – encouraging regional communities to start same campaigns for their regions – Portugal, China Spanish
	
	German livestream is not happening this year - suggested 1Q24 instead of this year.
	
	WW Event - December 5

	- Committee
	    - Mala Gupta
	    - Tobias Frech
	    - Abraham Marin-Perez
	    - Edwin Derks
	    - Michael Redlich
	
	Notes:
	- Eric - working to get subjects that people are interested in to determine the livestream content
	
	Tech Talk - Chinese
	- July 6th - 1300 people + 2500 views
	- 2 talks - contributing to Jakarta EE
	- Make Video available on Youtube channel; promote in the Jakarta EE news

Content (Shabnam)
 	
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](#)**
    -
	August newsletter-
	    - Focus on Jakarta EE 11
	    - Article on tutorial updates
	    - Article on Jakarta EE TCK
	
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	Translations
	● Chinese community translated pages and they are now online.
	● Japanese translations are done
	● https://github.com/jakartaee/jakarta.ee/issues/1641
	● https://github.com/jakartaee/jakarta.ee/issues/1642
	
	Notes:
	
	● **Explanation write-ups and video scripts on 7 specs:**
	● **From Q2 goals:** **Build content for Specification pages (2-3 of main spec pages):**
	    ○ The work on extracting content for spec pages has started
	● **From Q2 goals:Deliver 1 video on updated specs please review by 8 June**

- ○ The first video which is on Jakarta EE Platform is ready for upload to Youtube
- on 7 specs has started, [video scripts](#) will be extracted from those [write ups](#)
- Blurbs extracted from the write-ups to be added on their relavant Spec pages-being reviewed internally
  - ○ 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**

- **See the entry above: Jakarta EE Tutorial ([link](#))-73% of the work is done**
  - ○ Exploring using Antora for formatting and user experience
  - ○ Link to all issues that are being worked on by the technical writer & EF team: https://virtua.atlassian.net/jira/software/c/projects/JETUT/issues/?filter=allissues
  - ○ Most recent build:
  - ○ https://virtua-tech.github.io/jakartaee-tutorial-playbook/jakartaee-tutorial/current/index.html
  - ○ Once we have one completely refreshed chapter , we can schedule a Working session with the technical writer to walk MKT CMTE through the progress
  - ○
- **Starter Project:**
- Technical writer is resuming the work on article 2,3 and 4 now that the starter project has made a good progress

	● 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](#) **for review by 1 June**
	    ○ 3. How to start with Servlets / How to build Servlets
	    ○ 4. How to use Jakarta Security / How to secure your application
	
	Notes:
	  - Why Jakarta EE page
	    - Highlight - no vendor lockin more clearly
	    - Move Jakarta EE is the standard to the top and tie in the no vendor lockin idea.

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.
	
	  - Drumbeat update
	    - New issues related to Jakarta EE 11 created in [Github](#) https://github.com/jakartaee/jakartaee-platform/labels/EE11
	  - It would be helpful for members to provide a rough set of data points around uptake of Jakarta EE versions for compatible products, especially around Jakarta EE 10