Jakarta EE Marketing Committee Meeting - August 10, 2023 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SlZEsq-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)	

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** **2023-07-13:** 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** **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)**

Agenda	Minutes
General discussion **(2mins)**	-
Upcoming Meetings - August 24 - 11:00 am ET - September 7 - 11:00 am ET	
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	- By Steering Committee request, Cesar sent email on 8/2 asking confirmation on the official date for JakartaOne Portuguese. - Currently the website is still reflecting August 15th as the date for the event https://jakartaone.org/ and https://jakartaone.org/2023/portuguese/ - The committee expect official data to be published in website so an official update can be shared on next Steering Committee call.
2023 Jakarta EE developer Survey	- Timeline - Review the report draft and **provide feedback by 22 August** - Supporting quotes from members by **29 August**

● **Jakarta EE Tutorial (link)-** Exploring using Antora for formatting and user experience ○ 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	Notes: - work on the Antora conversion; has already migrated a couple of parts - Completed most of the security chapter work - Will explore translations after the English version is complete.
Update tooling data sheet and create a HTML version (link)	- The data sheet in both HTML & Pdf version is live on the website now
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 (stand at EclipseCon):** a. We are working on booking some time slots from the Office Hours station at EclipseCon to accommodate this Suggestions from Steering Committee: 1. Marcin suggested leveraging JUGs reaching out to membership 2. Repeating at Livestream would be beneficial

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3. Abraham wonders if an alternative contribution mechanism could be created (other than community mailing list) - how does one make "one suggestion" - for example, create a "contact us" form that posts email to community alias

Notes:

- Is the effort to put the suggestion form in place more than the return would be?
- Perhaps if we don't over-engineer it, it might help get some input that we would not get in other ways. Perhaps an email form.

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2023 - Events
- **JConf**
- **JPrime**
- **JNation sponsorship (June 6-7)**
- **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

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Note:
EclipseCon Video booth:

We want to record interviews from community members to use for the launch of Jakarta EE 11 release and content for JakartaOne Livestream event
- Please add interview question ideas here

Community Day @EclipseCon
- Registration is now open https://www.eclipsecon.org/2023/registration
- 34 submissions to Community Day (can accommodate 10), discussing with the iJUG
-
- https://www.eclipsecon.org/2023/java-community-day
- Social kit to promote the event: https://docs.google.com/document/d/1SJKNzSUMf9Kd_JPFsVTOaw3Cgx-SN0BIV39NvqG6_qs/edit

- Cost if attending EclipseCon is €25 plus VAT
- Cost for community day only is €40 plus VAT

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JakartaOne Livestream - regional
- Lock-in December 5 2023 as the global event
- Chinese in September
- Portuguese (September 2)
- Spanish - November
- Determine what regional events will be

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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

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run and when	Notes: - [Vendor sign-up sheet](#) - Portuguese Livestream - [Postponed to 19 January](#) - Looking to possibly run 2 - one onsite in Brasil with more Jakarta EE content and then a follow up virtual one. - Main Livestream - December - [CFP is open now](#). - Chinese Livestream-CFP is open until 18 August

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](#)**
    -
	[Please review the article by Abraham](#) by 17 August
	
	August newsletter- (last week of August)-new article from Ondro "guide on how to overcome issues with javax->jakarta package change and some other smaller issues" It's a series of 4 articles which we will summarize into one article and republish.
	- **Focus on Jakarta EE 11**
	- **Article on tutorial updates**
	- **Article on Jakarta EE TCK**
	
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	## Translations
	Japanese translations are done
	    ○ Shared the final files with Kenji
	- 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 is almost done, Ivar is adding them on the website**
	- ## From Q2 goals:
	    ○ The first video which is on Jakarta EE Platform is ready for upload to [Youtube](#) (641+ views)
	
	- 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**

  -
- **Starter Project:**
Please **review the mock-ups by 17 August** and provide feedback so that we can share the final version with the Starter project team to provide their input
  - Technical writer is resuming the work on article 2,3 and 4 now that the starter project has made a good progress
  - a 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- [here is the issue to make the changes](#)
	     - 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
	
	 - **Need to request draft document based on specs in process from Spec committee to start messaging work. [Example](#)**

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	