Jakarta EE Marketing Committee Meeting - 5 September, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SlZEsq-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) Luqman Saeed (Payara) Chiara Civardi (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep) Stallone Anandan (Payara)	**Eclipse Foundation:** Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Projects **Q3 Priorities:** - Deliver the 2024 developer survey report - Field and promote the Cloud Native Java Survey - Prepare and advance promotional activities for the release of Jakarta EE 11 - Content, PR & AR - Deliver 2 articles dedicated to Jakarta EE in July-Sep issues of the EF community newsletter - Create a successful experience for OC for Java conference - JakartaOne Livestream in Chinese **Q2 Priorities** - Successfully host the Jakarta EE track at Devnexus, Atlanta-Done - Finalize and start executing the Jakarta EE 11 release MKT Plan	**Ongoing Priorities**

○ Content ○ PR & AR preparedness ● Deliver 1 technical video on updated specs-In Progress ● Finalize the Technical survey questions ● Website improvements e.g. Learn page, sponsorship page, spec pages, etc ● Create and share Recognition Award cards (list provided by MKT CMTE members)	
Action Items:	**Completed:**

Agenda	Minutes
General discussion **(2mins)**	

Upcoming Meetings
   - September 19, 2024
   - October 3, 2024	

Approval of the previous mtg minutes **(2 mins)**	Approved

Steering Committee - report	**Jakarta EE 11:**
	● **August 27 update**
	    ● The following ETA was provided for completion of the Platform TCK refactoring work at the last [Jakarta EE Platform TCK Call](#):
	        ○ <refactoring-ee-11-all-done-date> is: 2024-11-27.
	        ○ <percentage-confidence-in-that-date> is: 5%. 2024-08-27: 19%
	    ● In effect, as of last week, we do not have a credible Jakarta EE 11 plan at this time
	    ● The Steering Committee needs to review the situation and help define a credible EE11 plan and roadmap.
	    ● Another milestone is coming soon - could promote
	Open Community 4 Java - October 22-24
	● Jakarta EE Community meeting (20 or more physical attendees) on Wednesday

	○ Neil will drive the content of this meeting
2024 Jakarta EE Developer Survey -	- **Survey findings deck for members to review by 29 August** - Timeline link - **PR draft to review by 10 September** - **Quotes from members requested by 16 September** - Launch report on **30 September** - **We are working on the design and layout of the report, the landing page as well as the social kit to promote** - Discussion: Please prepare for the key areas of input required from members - see timeline. - Notes: ~~Members provide feedback by August 29~~ - Review PR by September 10 - Quotes are due September 16th
Cloud Native Java Technical Survey - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full stack Java - Need to build out questions.	● Survey findings, blog example to publish results ● Results so far: 174 closed ● Timeline ● Owners to work on analysis, blog series to publish results ● social media kit and promotional cards **Community Channels:** https://www.surveymonkey.com/r/8GP933Y **Member Companies:** https://www.surveymonkey.com/r/YYC69BW **EF Channels:** https://www.surveymonkey.com/r/FFD3KDK Notes: - Extend for a week to get closer to 200. - Members and community need to promote to help get to this number. - Summer is a hard time to get responses. - Don't want to impact our other survey and the report which happens during prime seasons of March - June and September - November

	Sharing of the report - December-January timeframe: 1. Members write blogs through the community site and promote through social to get the results out 2. Members can also share through their own blog sites
Jakarta EE 11 release marketing plan ● Jakarta EE 11 messaging doc ● Jakarta EE release marketing plan	**Notes:** ● PR draft reviewed by members pending supporting quotes ● **Until release date is known,** ○ **Promote OCX participation (see below for social kit)** ○ **Promote JakartaOne Livestream - December** ○ **Promote Developer Survey Report**
2024 Events - **What do we want to do next year?** - **Track sponsorship?** - **Surround?** - **Other ideas?**	- 2024 Conference sheet - **2025 Devnexus Sponsorship-Jakarta EE Track and Booth** - **Approved** - **Proposing to support the 2025 Open Source Festival Africa-Media Sponsor $1k.** - **Approved** - **JavaOne 2025?** - **Melissa - March 18-20; Oracle Conference Center** - **CFP open - (link)** OCX - Information on this new event format ● **Video Booth at OCX-Sign-up sheet for community members attending and interested to participate** ○ **Interview Questions** ● It could be a good opportunity to involve new contributor by having a *coding lounge with experts* (hackathon style) at OC for Java ○ We need 3-4 experts to lead the effort (particularly the ones already having talks there) ○ Projects with issues labeled "good-first-issue" ○ Already raised within Platform Team ○ Tanja to send an email to all project leads, but need others to help out with this

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● **Social kit to promote speakers**
● Social kit to promote registration
● Sponsor prospectus can be found via the above link or here.

Action Required:
- **Promote OCX**

Jakarta Tech Talk
- Eric - 2 tech talks planned
  - March 28 (Chinese community)
  - **3Q F2F event (Beijing)- 21 July, Report Dedicate 1k euros to support this event - need to determine how to send the payment**

Notes:
1. Promotion underway with local JUGs, university students, for F2F event - targeting 100
2. Payment is being worked by Shabnam and Eric

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JakartaOne Livestream - regional
- Portuguese (January 19, 2024)
- Determine what regional events will be run and when

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2024 JakartaOne Livestreams

- **Chinese- September 26th. Vendors submit the info our your speakers here**
  - **Website is updated with CFP and program committee members**
  - **Agenda has been finalized; registrations should be available starting next week.**
  - **Microsoft and Oracle vendor speakers being contacted: Jingxian Guo (Oracle)**
- **December 3 - JakartaOne Livestream (main event)**
  - **CFP is now open, closing on 15 Sep.** we have 23 submissions. Members to ask their teams to submit. Targeting over 40 submissions
  - Link to social kit and graphics
  - Theme is Jakarta EE Logo in Nature: Ask the community to create the Jakarta EE logo using natural elements like flowers, leaves, stones, or sand.
  - **Vendors submit the info our your speakers here**

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	- **Jakarta EE community in nature theme - share your creations**

Other Content (Shabnam)
 	
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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**
    -
	● **Jakarta EE Community deck is updated**
	● August EF community newsletter is featuring an article from Otavio on Jakarta Data
	● **Jakarta EE 11 MKT activities:**
	  ○ **Zoom backgrounds**
	  ○ **Preview release Page**, **github issue**
	  ○
	  ○ **Jakarta EE 11 Release video v2: Please review and provide feedback by 15 August**
	  ○
	  ○ EE 11 spec image
	  ○ Theme image for the EE 11 release
	  ○ video script for the key features release video, Storyboard is in works, Shabnam will share the first draft on the next MKT CMTE call
	  ○ EE 11 copy for the release page
	    ■ Make the cards work like in release 10 with learn more expansion
	  ○ Jakarta EE release page github issue
	  ○ Social kit is in works
	
	● **Q2 Marketing Operations Update:** Members to review and will go through it on the next MKT CMTE call
	●
	● **Swag for Chinese community - 120 Tshirts,120 post cards, 13 zip-up pullovers delivered**
	
	● **Working on a new video for Q2: Jakarta Data-Storyboard is being finalized**
	
	Action Items:
	- Reach out to Shabnam if you have anyone interested in writing an article for August or September newsletters around Jakarta EE 11.

Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11]	The working document has been updated/replaced with a new one that better organizes the material, defines the steps and status of each, and provides some guidance on the

	responsibilities for the various ideas that were generated. From the [document](#), the following outlines these steps and progress. **Waiting on final membership list for the initial interest group. Delayed until week after September 9**

Request from Reza: EF staff to attend 1-2 MP MKT CMTE calls to share Jakarta EE MKT best practices	This request needs to be formalized, considering MP does not have a Marketing Committee ([charter](#)),
	  ● Please provide an email from the steering committee chair with this request that should be well-defined, itemized list with specifics on expected information
	
	Note:
	  - Looking for information about what has worked and what has not, i.e. lessons learned.

2024 Planning - **Marketing Plan ([link](#))**	- Looking at the breakdown into quarterly goals - [Marketing plan 2024 has the content plan per quarter](#)