

Jakarta EE Marketing Committee Meeting - 21 November, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2lpp3NVwiFy0SIZEsq-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 Priorities	Ongoing Priorities
Action Items:	Completed:

Agenda	Minutes
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General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - 21 November, 2024 - 12 December, 2024 	Due to US Thanksgiving we will have a meeting on November 21.
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	Jakarta EE 11 <ul style="list-style-type: none"> - Launch delayed until 2025 - Date TBD - Budget approved
2024 Jakarta EE Developer Survey <ul style="list-style-type: none"> - 	Launched report on 15 October <ul style="list-style-type: none"> - <u>Social Kit to promote the report</u>
2025 Planning <ul style="list-style-type: none"> - Reference - 2024 Marketing Plan (link) 2025 Planning <ul style="list-style-type: none"> - Marketing plan 2024 has the content plan per quarter 	2025 MKT Plan -Candidate MKT plan is approved by the MKT CMTE. Proposal - Adopt 2025 Marketing Budget as proposed in document and discussed at last meeting. <ul style="list-style-type: none"> - Seconded Ed Bratt - Approved by consensus Notes: <ul style="list-style-type: none"> - Review proposed budget <ul style="list-style-type: none"> - Discussed increased allocation to events - use budget allocated from OCX to fund meetups; <ul style="list-style-type: none"> - Very valuable to support user group meetups. - Agreement on allocation of the MKt budget on the previous meeting but was pending Steering committee program budget approval - Explore EU (Javaland) and/or Asia events - MKT CMTE agreed we should replace the About button with Learn button in navigation bar looking at the report - Review Metrics <ul style="list-style-type: none"> - Metrics - are these the right items to track? - Why are we not seeing as much tracked for members? <ul style="list-style-type: none"> - We should review the submissions monthly in the spreadsheet

	<ul style="list-style-type: none"> - Add content to community news - Should we look to increase our social presence? Instagram? Blue Sky?
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 - 2025 Devnexus Sponsorship-Jakarta EE Track and Booth- Promoting registration and talks shortly <ul style="list-style-type: none"> - Social Kit for members to promote <p>JavaOne sponsorship: Approved</p> <ul style="list-style-type: none"> - Neil reached out to MP Marketing (Emily) to request they help sponsor. - Internally we are exploring participation of IDE <p>OCX - Interviews and recordings?</p> <ul style="list-style-type: none"> - Are these ready to use and promote?
JakartaOne Livestream - regional <ul style="list-style-type: none"> - Portuguese (January 19, 2024) - Determine what regional events will be run and when 	2024 JakartaOne Livestreams <ul style="list-style-type: none"> - December 3 - JakartaOne Livestream (main event) <ul style="list-style-type: none"> - Agenda is live, speaker promotion will start shortly, - Vendor talks are final - Goal: 1,000 registrations; 360 so far - 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. <ul style="list-style-type: none"> - examples - Vendors talks-finalized - Jakarta EE <ul style="list-style-type: none"> JakartaOne Livestream vendor talks /... community in JakartaOne Livestream vendor talks / industry keynotesnature theme - share your creations

<p>Other Content (Shabnam)</p> <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"> ● Jakarta Data video-Please review by 7 Nov. ● Q3 MKT Operations Update ● Final version of the EE 11 release feature video <ul style="list-style-type: none"> ○ Please review and provide any feedback ○ May need to adjust some of the wording if we slip out of 2024 for the release (cadence is listed as 2 years) ● Starting to work on a number of Technical guides and how tos: <ul style="list-style-type: none"> ○ How to Use Jakarta Data with the Jakarta EE Starter, - pause until Jakarta EE 11 is available ○ Getting Started with Advanced Jakarta Data: Queries, Expressions, and Transactions ○ Write up on how to use Jakarta RESTful Web Services and Jakarta Persistence ● Jakarta EE Community deck is updated ● December EF community newsletter is featuring an article from Otavio on Jakarta Data with focus on specific features such as Pagination ● Jakarta EE 11 MKT activities: <ul style="list-style-type: none"> ○ Zoom backgrounds ○ Preview release Page, github issue ○ 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 <ul style="list-style-type: none"> ■ Make the cards work like in release 10 with learn more expansion ○ Jakarta EE release page github issue ○ Social kit is in works <p>Action Items:</p> <ul style="list-style-type: none"> - Reach out to Shabnam if you have anyone interested in writing an article for October or November newsletters
<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> <ul style="list-style-type: none"> ● We need Member Quotes ASAP ● PR draft for EE 11 release is final (TCK related blurb is now added), reviewed by members

	<p>pending supporting quotes</p> <ul style="list-style-type: none">• Next meeting - discuss the timing for the announcement (December, or slip into 2025) and the pros/cons of each.• Until release date is known,<ul style="list-style-type: none">◦ Promote JakartaOne Livestream - December◦ Promote Developer Survey Report <p>Jakarta EE 11</p> <ul style="list-style-type: none">• Reza -<ul style="list-style-type: none">• Could get everything in ballot before end of year.• Only difficulty is in the App Client specification - no changes but difficulty with TCK• Proposal - go out without App Client before end of year• Email from Ed shared by Tanja• Implications for Marketing<ul style="list-style-type: none">• Story can continue about 2 year release• All spec work was completed earlier in 2024• Core profile will be out in 2024• Release will slip into 2025 for Web Profile and Platform• TCK work is important• Ed Bratt<ul style="list-style-type: none">• No compatible implementation yet (GlassFish)• Key message we have worked to promote is one of compatibility for users<ul style="list-style-type: none">• Discussed changing plan mid-year, around App Client and decided to keep it• Going ahead without it would undermine our compatibility argument.• Some customers may be affected, even if they aren't aware.• Users rely on compatibility• Oracle would not be in favour of simply moving ahead around the calendar date• Release will be used for many years by users so a little delay is not a huge impact• Messaging<ul style="list-style-type: none">• Even though TCK modernization has delayed release - specifications were delivered in the 2 year timeframe.
<p>Cloud Native Java Technical Survey</p> <ul style="list-style-type: none">- Launch in June/July; keep open	<ul style="list-style-type: none">• Survey findings, blog example to publish results• Results so far: 174 closed

<p>for 6 weeks.</p> <ul style="list-style-type: none"> - Focus on Beyond 11 and full stack Java - Need to build out questions. 	<ul style="list-style-type: none"> • Timeline • Owners to work on analysis, blog series to publish results • social media kit and promotional cards <p>Community Channels: https://www.surveymonkey.com/r/8GP933Y</p> <p>Member Companies: https://www.surveymonkey.com/r/YYC69BW</p> <p>EF Channels: https://www.surveymonkey.com/r/FFD3KDK</p> <p>Notes:</p> <p>Sharing of the report - early January timeframe:</p> <ol style="list-style-type: none"> 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
<p>Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11]</p>	<p>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.</p> <p>Interest Group approved.</p>
<p>Request from Reza: EF staff to attend 1-2 MP MKT CMTE calls to share Jakarta EE MKT best practices</p>	<p>This request needs to be formalized, considering MP does not have a Marketing Committee (charter),</p> <ul style="list-style-type: none"> • Please provide an email from the steering committee chair with this request that should be well-defined, itemized list with specifics on expected information <p>Note:</p> <ul style="list-style-type: none"> - Looking for information about what has worked and what has not, i.e. lessons learned.