

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

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000

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| <p>Attendees:</p> <p>Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Chiara Civardi (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep)</p> | <p>Eclipse Foundation:</p> <p>Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p> |
| <p>Current Projects</p> <p>Q1 Priorities</p> <ul style="list-style-type: none">● Successfully host the Portuguese JakartaOne Livestream● Deliver the 2024 developer survey● Create a successful experience for Devnexus in April-on track● Create a Jakarta EE 11 Release MKT Plan● Deliver 2 Jakarta EE dedicated articles in the EF community newsletters in Q1-on track● Focus on Asia market:<ul style="list-style-type: none">○ 1 Tech Talk in Chinese● Deliver 1 Jakarta EE Spec video (Jakarta Persistence)-on track● Website improvements e.g. Learn page, spec pages, etc- on track <p>Q2 Priorities</p> <ul style="list-style-type: none">● Successfully host the Jakarta EE track at Devnexus, Atlanta● Finalize and start executing the Jakarta EE 11 | <p>Ongoing Priorities</p> <p>-</p> <p>-</p> |

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| <ul style="list-style-type: none"> release MKT Plan <ul style="list-style-type: none"> ○ Content ○ PR & AR preparedness ● Deliver 1 technical video on updated specs ● Finalize the Technical survey questions ● Website improvements e.g. Learn page, spec pages, etc | |
| <p>Action Items:</p> <ul style="list-style-type: none"> ● 2023-07-13: Need help updating the components listed in the document at this link ● 2023-11-30: Brainstorm ways to recognize organizers of JakartaOne Livestream events | <p>Completed:</p> <ul style="list-style-type: none"> ● 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) ● 2023-09-21: Neil - organize meetings with member orgs and committees re Beyond Jakarta EE 11 plans ● |

| Agenda | Minutes |
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| General discussion (2mins) | |
| Upcoming Meetings <ul style="list-style-type: none"> - April 4 - April 18 (Neil away) | |
| Approval of the previous mtg minutes (2 mins) | Approved |
| Steering Committee - report | Jakarta EE 11: Update 3/12/24 – Waves 1-7 are all in good shape. No ballots have started but mentor reviews are in progress. Ed Burns is concerned that progress isn't quite what he'd |

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| | <p>like. EE 11 Milestone 2 release is being held until ballots from waves 1 - 4 are completed</p> <p>Release Date:</p> <ul style="list-style-type: none"> • “So Far, So Good” – If the EE Platform, MS 2 can be released in March, the plan is progressing as we have been planning. If this slides into April, the subsequent milestones will be equally impacted. <p>Developer Survey</p> <ul style="list-style-type: none"> • Reviewed release date and social kit availability as well as target survey responses. <p>Technical Survey</p> <ul style="list-style-type: none"> • Reiterated the parameters of the survey for Java SE, MicroProfile, and Jakarta EE group participation |
| <p>2024 Jakarta EE Developer Survey</p> | <p>Timeline link</p> <p>Notes: 313 responses as of 21 March (2 days after launch)</p> <ul style="list-style-type: none"> - All collector links are here. - Social kit to promote - Translations are being added to survey monkey - Draft 2024 questions |
| <p>2024 Events</p> <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 <p>DevNexus - see planning sheet, need latest member logos for the banner</p> <p>Booth sign-up Sheet</p> <p>Social Kit to promote the event</p> <p>Notes:</p> <ul style="list-style-type: none"> - Schedule now available for sessions across the tracks; - Speakers are invited to share a video to promote their sessions - Shabnam has received 4 already. - Emily + Brian - blog being published about their session. - Emphasis is on promoting the workshop and the track <ul style="list-style-type: none"> - Please contact your customers in the area letting them know about the workshop - Feel free to use DN24-ESF for the promotion - The event is not sold out <p>2024-03-21</p> |

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| | <ul style="list-style-type: none"> - What is Devnexus doing to promote our track and workshop? <ul style="list-style-type: none"> - They are active but we need to do more as a working group - <hr/> <p>OCX - Information on this new event format</p> <ul style="list-style-type: none"> • Save-the-date is live via this link. • The name of the Java event is Open Code for Java • Sponsor prospectus can be found via the above link or here. <p>Program committee is being formed to manage the event.</p> <p>Jakarta Tech Talk</p> <ul style="list-style-type: none"> - Eric - 2 tech talks planned <ul style="list-style-type: none"> - March 28 (Chinese community) - 3Q F2F event (Beijing) |
| <p>Jakarta EE Technical Survey</p> <ul style="list-style-type: none"> - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full stack Java - Need to build out questions. | <ul style="list-style-type: none"> • The first draft of the survey questions • Feedback required by March 21, 2024 <p>Notes:</p> <ul style="list-style-type: none"> - Working session planned for March 28th to review all the input. |
| <p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Portuguese (January 19, 2024) - Determine what regional events will be run and when | <p>2023 JakartaOne Livestream Report deck</p> <p>2024 JakartaOne Livestreams</p> <ul style="list-style-type: none"> - Look to the communities for their tentative dates so we can plan out the calendar for the year. <ul style="list-style-type: none"> - Chinese- September 26th. - Spanish? - Japanese-will be confirmed by April, most probably July-August |

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| <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"> - Email request sent to Ed for action on document update (Feb 21) and again (March 6) |
| <p>Content (Shabnam)</p> <p>Why Jakarta EE</p> <ul style="list-style-type: none"> - Video and page - Github issue <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"> • Working on creating a sponsorship page <ul style="list-style-type: none"> ◦ Mockup is in works • EF March Newsletter: will feature an articles from Ivar (Spring and Jakarta EE) and one from Emily (AI and Jakarta EE) • Youtube ads for Platform video went live on 18 March, 376k views from only 1.7k before the ads on March 6 • The second video that is about “Jakarta RESTful web service” is live and being promoted with over 350 views 70k+ views as of March 6 • Started working on a new video: Jakarta Persistence <ul style="list-style-type: none"> ◦ Working to condense the Video script ◦ Sample code recording from Ivar to be added to the script • Working on a community recognition card • learn page (live) is being updated by Specification guides and video guides: updated design • content updates to the specs pages issues here: <p>https://github.com/jakartaee/jakarta.ee/issues</p> <ul style="list-style-type: none"> - We are creating an infographic of the 2023 Jakarta EE Survey report to promote leading up to the release of 2024 Jakarta EE Developer survey <ul style="list-style-type: none"> - Is created and being added to the website <p>A few interesting takeaways from the content preferences survey:</p> <p>Project documentation and written tutorials are perceived as most valuable, followed by video tutorials and blogs</p> <p>The official project website and Github are the preferred locations to find/consume content.</p> |

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| | <p>Github and YouTube are preferred social platforms, followed by LinkedIn and X</p> <p>Note:</p> <ul style="list-style-type: none"> - Marketing plan 2024 has the content plan per quarter - Videos: what are we seeing in terms of traffic increases and subscribers from the Youtube videos that are covered by the paid promotion? |
| <ul style="list-style-type: none"> - Increase Jakarta EE adoptions: members to help measure - - - Jakarta EE Update - Member tracking spreadsheet (link) | <p>Notes:</p> <ul style="list-style-type: none"> - Sonatype - can we gain access to some of the Maven Central data that is relevant to Jakarta EE? <ul style="list-style-type: none"> - Cesar to investigate the API to see what is possible. |
| <ul style="list-style-type: none"> - | <ul style="list-style-type: none"> - |
| <p>Jakarta EE - Beyond 11 (Neil)</p> <ul style="list-style-type: none"> ● 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 | <p>Proposal put forward to Steering Committee and accepted. Document for discussion and ideation created - link</p> <p>Timeline:</p> <ul style="list-style-type: none"> - November/December - meetings being scheduled <ul style="list-style-type: none"> - IBM - Microsoft (Reza) - Oracle (Will, Ed, Melissa) - Payara (Dominika) - Tomitribe (Cesar) - Primeton (Eric) - Fujitsu (Yuichi) - Committers (Otavio) <p>Notes:</p> <ul style="list-style-type: none"> - Neil to send out an email outlining the possible creation of an Interest Group to support forward looking activity for the Jakarta EE Working Group - Neil to consolidate the input in the Beyond Jakarta EE 11 document and send out an update with an initial set of priorities. |
| <p>2024 Planning</p> <ul style="list-style-type: none"> - Marketing Plan (link) | <ul style="list-style-type: none"> - Looking at the breakdown into quarterly goals - Marketing plan 2024 has the content plan per quarter |