

Jakarta EE Marketing Committee Meeting - March 7, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLakSsdfTCN6th5T?startTime=1611842890000

<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) Eric Meng (Princeton) 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● Create a Jakarta EE 11 Release MKT Plan● Deliver 3 Jakarta EE dedicated articles in the EF community newsletters in Q1● Focus on Asia market:● 1 Tech Talk in Chinese● Deliver 1 Jakarta EE Spec video (Jakarta Persistence)● Website improvements e.g. Learn page, spec pages, etc	<p>Ongoing Priorities</p> <p>-</p>

Action Items: <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 	Completed: <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 ●
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Agenda	Minutes
General discussion (2mins)	- Ed - discuss Adoptium and Technical survey
Upcoming Meetings <ul style="list-style-type: none"> - March 21 - April 4 	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> - Meeting was very short - Explored the EE 11 plan
2024 Jakarta EE Developer Survey	Timeline link Notes: <ul style="list-style-type: none"> - Should we have a tracking link for the translated version for Primeton? - Eric - yes, it would be better. -Collector links are created, will share with members and various communities closer to launch -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 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. - Still waiting on registration numbers but hearing we need to do better on promotion. <ul style="list-style-type: none"> - Perhaps ask organizer to blog in support of the track and content - Promo videos from key speakers - Emphasis is on promoting the workshop and the track <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"> - Was MicroProfile team informed and engaged? - Was Adoptium working group informed? - Extend review until March 21, 2024

	<ul style="list-style-type: none"> - Ed - concerns about questions specific to Adoptium; does it make sense in a Jakarta EE survey? Difficult to promote Adoptium over other JDK runtimes. <ul style="list-style-type: none"> - Could limit the SE questions to generics - Reza - take the approach to actively seek input and listen to what they might want to include but clearly Jakarta EE is driving the final content. <ul style="list-style-type: none"> - Add the most relevant MP questions in the survey already and confirm relevance with the WG. - Proposal - focus on cloud-native technical survey and request input from MP WG on key questions that would enable them to gain insights while limiting the SE questions to be generic in nature. - agreed. - Make OmniFish aware of the desire to open the scope of this survey - Tanja
<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
<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 <p>-----</p>	<ul style="list-style-type: none"> • 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 19 Feb, 208k views from only 1.7k before the ads on March 6 • The second video that is about "Jakarta RESTful web service" is

<ul style="list-style-type: none"> - Spec documents and video scripts - Starter Project <hr style="border-top: 1px dashed black;"/> <ul style="list-style-type: none"> - Tech Talk- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks 	<p>live and being promoted with over 350 views</p> <ul style="list-style-type: none"> ● 55k+ views as of March 6 <ul style="list-style-type: none"> ● 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 <ul style="list-style-type: none"> ● 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 style="padding-left: 40px;">Project documentation and written tutorials are perceived as most valuable, followed by video tutorials and blogs</p> <p style="padding-left: 40px;">The official project website and Github are the preferred locations to find/consume content.</p> <p style="padding-left: 40px;">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