

Jakarta EE Marketing Committee Meeting - December 14, 2023 (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>Q4 Priorities</p> <ul style="list-style-type: none">• Successfully organize and host the annual JakartaOne Livestream in Dec• Successfully host the Jakarta EE Community day at EclipseCon• Deliver 2024 Marketing Plan• Create content targeting IT Decision Makers: develop the asset• Create content targeting IT Decision Makers to drive executive awareness: Launch and promotion campaign• Deliver 1-2 articles around the starter project• Deliver 1 video on updated specs• Refresh Jakarta EE Tutorials incrementally• Launch & promote the Jakarta EE Technical survey• 1 Tech Talk in Chinese per Q	<p>Ongoing Priorities</p> <ul style="list-style-type: none">- Implement/ Continue SEO efforts- Continue Promotional campaign around EE 11 planning- Increase Jakarta EE adoptions: members to help measure - REWORK this?- 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: <ul style="list-style-type: none"> ● 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 ● 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)	<ul style="list-style-type: none"> - Reza - MicroProfile will have an open source booth at DevNexus <ul style="list-style-type: none"> - Would like to co-locate booths at the event - Collaborate at the event - Looking for best practices <ul style="list-style-type: none"> - Banner - Monitor for presentations/videos - Swag - Cards showcasing the schedule - Handout promoting getting involved and helping with the survey
Upcoming Meetings <ul style="list-style-type: none"> - October 5 - 11:00 am ET (SEO, Plan) - October 12 - 11:00 am ET October 19 - 11:00 am ET November 2 - 11:00 am ET November 16 - 11:00 AM ET November 30 - 11:00 AM ET - December 14 - 11:00 AM ET (Kito - tutorial status) 	
Approval of the previous mtg minutes (2 mins)	Approved

<p>Jakarta EE Tutorial (link)- Exploring using Antora for formatting and user experience</p> <ul style="list-style-type: none"> ○ 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/JETU/boards/7 	<p>Kito will share for the first 10-15 minutes about the progress and status.</p> <ol style="list-style-type: none"> 1. Tutorial is now live and being promoted on social. (github issue) 2. Need to review issues that have “Help wanted” and provide guidance. <p>Notes:</p> <ul style="list-style-type: none"> - Tutorial is live (off documentation) on the main site. - Currently working to make sure all Jakarta EE 10 content is up to date; includes rewritten introduction and other sections <ul style="list-style-type: none"> - Could use help to ensure the information is as accurate as possible, including pages that have not been looked at re Jakarta EE 10 - Read through the tutorial, make sure it flows as expected; use the edit page feature to submit PR for any changes that are needed. - Using 3 repos in GitHub to manage the update of the tutorial pages and content <ul style="list-style-type: none"> - Repos live in eclipse-ee4j project - Continue to review and help to review issues that have “Help wanted” and provide guidance. - Getting committers helping with many of the issues - Reza - suggest email to community and ambassadors lists to increase engagement <ul style="list-style-type: none"> - Should look at putting Cargo Tracker documentation in a similar format to the tutorial and add a section/tag for Cargo Tracker in the same structure - Put a proposal into the documentation team with a recommendation from the marketing committee - Otavio - suggested another method for creating diagrams (mermaid.is.org)
<p>Steering Committee - report</p>	<p>JakartaOne Livestream was run - no steering committee meeting.</p>
<p>2024 Planning - Marketing Plan (link)</p>	<ul style="list-style-type: none"> - Looking at the breakdown into quarterly goals
<p>2024 Events</p>	<ul style="list-style-type: none"> - 2024 Conference sheet

<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? 	<p>Tanja - looking at smaller meetup events with JUGs</p> <p>Jakarta Tech Talk</p> <ul style="list-style-type: none"> - Report: Chinese community (December 14) 4th of 4 for the year - how did it go?
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Lock-in December 5 2023 as the global event - Chinese in September - Portuguese (January 19, 2024) - Spanish - November - Determine what regional events will be run and when 	<p>2023 JakartaOne Livestream Report deck</p> <ul style="list-style-type: none"> - For 2024 - need marketing committee to have an earlier contest around the theme <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. <p>JakartaOne livestream in December: 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</p> <p>Social Kit to promote</p> <p>Notes:</p> <ul style="list-style-type: none"> - Vendor sign-up sheet - Portuguese Livestream - Postponed to 19 January <ul style="list-style-type: none"> - Looking to possibly run 2 - one onsite in Brasil with more Jakarta EE content and then a follow up virtual one. - Presentations are done and promotion is underway with full press on promotion after the new year.
<p>Content (Shabnam)</p> <p>Why Jakarta EE</p> <ul style="list-style-type: none"> - Video and page - Github issue <p>-----</p>	<p>Link to the issues created for the homepage banner update, starter guides page, learn page, content updates to the specs pages here: https://github.com/jakartaee/jakarta.ee/issues</p> <p>The second video that is about “Jakarta RESTful web service” is in works</p>

<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>Q3 MKT Operations Update for review</p> <p>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</p> <ul style="list-style-type: none"> ○ 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 <p>Note:</p> <ul style="list-style-type: none"> - Marketing plan has the content plan per quarter
<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? - Cesar to investigate the API to see what is possible.
<p>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:</p> <ul style="list-style-type: none"> ● Target Java version 21 ● Target GA date Q3 2024 ● Priorities: <ul style="list-style-type: none"> ● Unified APIs improving Developer Experience ● New Specifications ● Build on the Latest Java ● Enable Community Contribution 	<p>Notes:</p> <p>Need to be smart about what we do to promote release 11 before the actual release</p> <p>Notes:</p> <ol style="list-style-type: none"> 1. Review Messaging Document and social kit for necessary updates.

<ul style="list-style-type: none"> • Messaging document draft started and being updated by Ed Burns • Shabnam to share social kit • <p>These guidelines are provided to encourage a common community direction for Jakarta EE 11.“</p>	
<p>Jakarta EE Developer Survey</p>	<p>Timeline link</p>
<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 - Need to build out questions. 	
<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>