Jakarta EE Marketing Committee Meeting - November 30, 2023 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2lIpp3NVwiFy0SlZEsq-wRZaIzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
Alasdair Nottingham (IBM)	
Emily Jiang (IBM)	
Ed Bratt (Oracle)	
Melissa Jacobus (Oracle)	
Dominika Tasarz (Payara)	
Jadon Ortlepp (Payara)	
Eric Meng (Primeton)	
Cesar Hernandez (Tomitribe)	
Jonathan Gallimore (Tomitribe)	
Ryan St James (Tomitribe)	
Reza Rahman (Microsoft)	
Otavio Santana (Committer Rep)	

Current Projects

Q4 Priorities

- 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

Ongoing Priorities

- 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:	Completed:
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	**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
General discussion **(2mins)**	-
Upcoming Meetings - 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
Steering Committee - report	November 21st meeting - Scott Marlow took us through the status of the TCK refactoring effort - looking at Jakarta EE 11 release - Tanja briefly covered Q3 report - Voted to approve the 2024 budget after discussion - The group discussed who will determine which events will be sponsored through the Events

	Support budget. The conclusion is that the Marketing Committee will determine this. - Reviewed status of upcoming JakartaOne Livestream events

2024 Planning
- **Marketing Plan ([link](#))**
	- **Look at the draft budget from Eclipse Foundation**
	
	Note:
	- For the event support portion we have full freedom to approach different events and sponsor a community day or track, similar to Devnexus or EclipseCon. Current thinking is Community day at EclipseCon
	   - See breakdown on slide 21 of marketing plan.
	- Otavio - clients and groups seem to be moving to support meetups and not full events; What are our plans to support meetup style events - eg. JUG tours.
	   - What travel support might be available? Build up a group (champions) that can present, beyond just Ivar.
	- Melissa - starting to see smaller events becoming more localized with less travel from outside the regions where the events are held.
	- Tanja - Europe still has solid attendance for larger events.

2024 Events
- **What do we want to do next year?**
   - **Track sponsorship?**
   - **Surround?**
   - **Other ideas?**
	- [2024 Conference sheet](#)
	
	Jakarta Tech Talk
	- Chinese community (December 14) 4th of 4 for the year.
	   - Relationship between Jakarta EE, MicroProfile and Spring Boot

JakartaOne Livestream - regional - 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	**2023 JakartaOne Livestream Report deck** **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

	[Social Kit to promote](#)
	
	Notes:
	- **[Vendor sign-up sheet](#)**
	- Portuguese Livestream - [Postponed to 19 January](#)
	  - 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.
	- Main Livestream - December - ~~CFP is open now~~.
	  - Current registration 461 as of 29 Nov vs 432 last year - please continue to promote (last year 703 total)
	  - Theme this year, Jakarta Gingerbread cookie
	
	- Emily - would be good to recognize and encourage the local organizers
	  - Perhaps add recognition on the Livestream site.

Jakarta EE Tutorial ([link](#))-
 Exploring using [Antora](#) for formatting and user experience
    ○ 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/JETUT/boards/7
	Notes:
	1. [Tutorial is now live](#) and being promoted on social. ([github issue](#))
	2. Need to [review issues that have "Help wanted" and provide guidance](#).
	
	- Emily - will start to look at translations for the updated tutorials once we are complete.
	- Kito to come to our next call to review status.

Content (Shabnam) Why Jakarta EE - [Video](#) and [page](#) - [Github issue](#) -- - Spec documents and video scripts - Starter Project -- - **Tech Talk-** - **[Sign up sheet](#)**	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** **The second video that is about "Jakarta RESTful web service" is in works** **[Q3 MKT Operations Update](#) for review** 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

- **Sign up sheet** result - **Scheduled talks** -	○ 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 Note: - Marketing plan has the content plan per quarter - Quarterly reports show the status of deliverables from the quarter - Eric - can they translate the writeups for the videos that have been created? - Can either translate the draft writeup or wait for the webpage that corresponds to the video to be added to the site.
- Increase Jakarta EE adoptions: members to help measure - - - **Jakarta EE Update - Member tracking spreadsheet (link)**	Notes: - 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.

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:
 	
● Target Java version 21
● Target GA date Q3 2024
● Priorities:
    ● Unified APIs improving Developer Experience
 	
    ● New Specifications
 	
    ● Build on the Latest Java
 	
    ● Enable Community Contribution
	Notes:
	
	Need to be smart about what we do to promote release 11 before the actual release
	
	Notes:
	1. Review Messaging Document and social kit for necessary updates.

● **[Messaging document](#) draft started and being updated by Ed Burns** ● [Shabnam to share social kit](#) ● **These guidelines are provided to encourage a common community direction for Jakarta EE 11."**	
Jakarta EE Technical Survey - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 - Need to build out questions.	

Jakarta EE - Beyond 11 (Neil)
● 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
	Proposal put forward to Steering Committee and accepted.
	Document for discussion and ideation created - [link](#)
	Timeline:
	   - November/December - meetings being scheduled
	     - IBM
	     - Microsoft (Reza)
	     - Oracle (Will, Ed, Melissa)
	     - Payara (Dominika)
	     - Tomitribe (Cesar)
	     - Primeton (Eric)
	     - Fujitsu (Yuichi)
	     - Committers (Otavio)
	Notes:

Email campaign to promote the blockers survey to Jakarta EE contacts ● Create a short survey to understand the blockers for community members to become a contributor/committer – document created **https://docs.google.com/document/d/14G45EFyW_x52p1s8mEK4u9nTPddwb2xnVbtFqBif30o/edit will be sent out , members to have a look at these questions and review / add feedback by end of April.** To be send out early June	[Report here](#) Actions: — Need to assign an owner for these actions. 1. Look at results and create 101 level content on the top issues 2. Take a pragmatic approach to the content - testimonials, how-to's, etc.

	3. Get feedback from the China tech talk on the subject **4. Look at face-to-face event enablement and discussion area - onboarding at the event (stand at EclipseCon):** a. We are working on booking some time slots from the Office Hours station at EclipseCon to accommodate this Suggestions from Steering Committee: 1. Marcin suggested leveraging JUGs reaching out to membership 2. Repeating at Livestream would be beneficial 3. Abraham wonders if an alternative contribution mechanism could be created (other than community mailing list) - how does one make "one suggestion" - for example, create a "contact us" form that posts email to community alias Notes: - Is the effort to put the suggestion form in place more than the return would be? - Perhaps if we don't over-engineer it, it might help get some input that we would not get in other ways. Perhaps an email form.