Jakarta EE Marketing Committee Meeting - May 4, 2023 (11:00 ET)

Attendees:
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 (Primeton)
Cesar Hernandez (Tomitribe)
Jonathan Gallimore (Tomitribe)
Ryan St James (Tomitribe)
Reza Rahman (Microsoft)
Otavio Santana (Committer Rep)

David Blevins (Tomitribe)
Valentina Kovacic, (Payara Marketing Director)
Priya (Payara)

Eclipse Foundation:
Shabnam Mayel (Eclipse Foundation)
Tanja Obradovic (Eclipse Foundation)

Current Projects
Q2 Priorities
- Successfully host the Jakarta EE track at Devnexus, Atlanta
- Promote Jakarta EE 11 messaging
- Refresh Jakarta EE Tutorials incrementally
- Create content targeting IT Decision: define concept and develop a framework
- Deliver 1-2 articles around the starter project
- Update tooling data sheet and create a HTML version
- Explore program for expanding use of Jakarta EE in educational institutions
- Deliver 1 video on updated specs
- **Email campaign to promote the blockers survey to Jakarta EE contacts**
- **Build content for Specification pages (2-3 of main spec pages)**
- developing a framework for collaboration (participating in Hackathons, etc.) with JUGs to attract new contributors, committers,

Ongoing Priorities

- Implement/ Continue SEO efforts
- Continue Promotional campaign around EE 10
- Increase Jakarta EE adoptions: members to help measure

- 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: Investigate simulcast of Livestream to multiple platforms **2022-09-01: blockers for consumption of Jakarta EE** **2022-09-01: use cases, configurations that are common and provide guidance** **2023-04-20: Neil - start draft for outreach to IT Decision Makers** **2023-04-20: Dominika - start revision of Datasheet for Tool vendors (update to Jakarta EE 10)**	

Agenda	Minutes
General discussion **(2mins)**	-

Upcoming Meetings
  - May 18 - 11:00 am ET
  - June 1 - 11:00 am ET	

Approval of the previous mtg minutes **(2 mins)**	
Steering Committee - report	April 25 meeting - Reviewed DevNexus results again - will include numbers in the 1Q marketing report - Reviewed Jakarta EE Developer Survey status - good progress but need final push to get to goal - Discussed Jakarta EE platform and profile naming for Jakarta EE starter and compatible products - agreed to continue with current naming (as displayed) - Discussed tooltips - Platform – "Most complete set of Jakarta EE APIs". - Web Profile – "Jakarta EE APIs intended for web applications". - Core Profile – "Jakarta EE APIs intended for microservices". - Reviewed status of Jakarta EE 11 planning - Ed Burns and Arjan have agreed to be co-coordinator

2023 Jakarta EE Developer Survey
● Timeline
● 2023 Developer Survey Questions
● Translation of the survey to drive more participation from other communities?
● **How to increase our reach?**
    ○ Target participation of 2000
    ○ 2022 Survey participation report
	● **Tracking Links** - please use the one for your organization
	
	● EF collector links: Survey result report as of 18 April: 1,286
	
	Notes:
	   - Need a big push over the next 3 weeks to hit our goal (200/week)

Q1 Report - please review and comment - link	

~~**DevNexus Track**~~
   ~~- Track session selection spreadsheet~~
   ~~- Devnexus Planning sheet~~
   ~~- Metrics~~
	~~Notes:~~
	~~Discuss feedback document and recommendations (link)~~

Create content targeting IT Decision: define concept and develop a framework	- Kickoff working session this month (?? @ 11:00 am ET)
Update tooling data sheet and create a HTML version (link)	- Assign members to use the original version as a starting point for updating for Jakarta EE 10 support - The document that was used to generate the pdf file: https://docs.google.com/document/d/1yTqQawgdz7ogvKyuZbB7sEbysv6Xy0TdksHNu7J_LU4/edit - Dominika to drive the kickoff review
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_x52p1s8mEK4**	Still time to provide feedback if desired.

u9nTPddwb2xnVbtFqBif30o/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	
2023 Marketing Plan by quarter Approved marketing plan (link) - Marketing plan by quarter (link) Shabnam	- Successfully host the Jakarta EE track at Devnexus, Atlanta - Promote Jakarta EE 11 messaging - Refresh Jakarta EE Tutorials incrementally - Create content targeting IT Decision: define concept and develop a framework - Deliver 1-2 articles around the starter project - Update tooling data sheet and create a HTML version - Explore program for expanding use of Jakarta EE in educational institutions - Deliver 1 video on updated specs **Email campaign to promote the blockers survey to Jakarta EE contacts** **Build content for Specification pages (2-3 of main spec pages)** - developing a framework for collaboration (participating in Hackathons, etc.) with JUGs to attract new contributors, committers,

2023 - Events
- **JConf**
- **JNation sponsorship (June 6-7)**
- **Hackathon by Payara**
- **JCon 20-23 June CFP:**
- What events are members planning on sponsoring?
- Event list
- Please add events that are focused on decision makers and industry verticals
	- JConf Toronto in May - Are members attending?
	  - Tanja
	  - 2-3 IBMers
	
	Notes:
	- See the event list - need to have better picture of where we are sharing Jakarta EE
	- Heads up - Community Day @ EclipseCon 2023
	  - Work with local JUG (iJUG and Stuttgaart JUG)
	  - Could be the 2H focus like the track sponsorship at DevNexus
	
	Discussion on Community Day (based on email from Reza)
	   - Better organize Community Day to be more end-user focused - Market Adoptium, Jakarta EE/MicroProfile, and IDE Community Day somewhat separately from EclipseCon as "Java Community Day". (@EclipseCon) – Full Stack focus, include IDE/Adoptium

	- Reduce the charge for Community Day from 100 to 50-60 Euros; potential JUG discount for entire EclipseCon - Don't charge speakers and organizers a fee for Community Day. - Market Community Day (separately) and EclipseCon more actively with German and European JUGs perhaps using discounts. The key draw is the chance to meet true expert committers and hear from them (I would market it almost exactly this way). - Consider moving the conference from Ludwigsburg to a larger/more active city like Berlin, Munich or Frankfurt. Ludwigsburg/Stuttgart has significant cost advantages but hasn't got the local reach into our target community that other cities would.

JakartaOne Livestream - regional
- Lock-in December 5 2023 as the global event
- JakartaOne Livestream Chinese in September
- Spanish - November
- Determine what regional events will be run and when
	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
	
	German livestream is not confirmed yet; possible for July but waiting on input.
	
	WW Event - December 5
	- Committee
	   - Mala Gupta
	   - Tobias Frech
	   - Abraham Marin-Perez
	   - Edwin Derks
	   - Michael Redlich
	
	Notes:
	- Can we nominate people to be involved in organizing? Dimitri Alexandrov (would like to participate)

~~Jakarta EE Technical Survey~~ - ~~Proposed Timeline~~ - ~~Can we work with another org to integrate our desired questions into a broader survey?~~	~~We're not going to pursue heavily this tech survey, don't want to confuse ppl as we have the ongoing dev survey. On pause for now before we open - preparations continue.~~ ~~Work with Omnifish ongoing (Shabnam to update the status)~~

Content (Shabnam)
 	
Why Jakarta EE
- Video and page
- Github issue
 	
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- Spec documents and video scripts
- Starter Project
 	
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- **Tech Talk-**
  - **Sign up sheet**
  - **Sign up sheet** result
  - **Scheduled talks**
  -
	———————————————————————
	Translations
	● Chinese community will finalize the translations and swag will be shipped as an incentive to get more help-in discussion with Eric
	● Japanese translations are being redone
	● https://github.com/jakartaee/jakarta.ee/issues/1641
	● https://github.com/jakartaee/jakarta.ee/issues/1642
	
	Notes:
	- Chinese community members are helping with translations - shipped some swag.
	
	● **Explanation write-ups and video scripts on 7 specs:**
	● **From Q2 goals: Build content for Specification pages (2-3 of main spec pages):**
	  ○ The work on extracting content for spec pages has started
	● **From Q2 goals:Deliver 1 video on updated specs**
	  ○ The first video which is on Jakarta EE Platform is in works.
	● on 7 specs has started, video scripts will be extracted from those write ups
	
	  ○ Jakarta Security, Jakarta Authorization, and Jakarta Authentication Explained **please review by 30 March**
	  ○ Jakarta Security, Jakarta Authorization, and Jakarta Authentication video script **please review by 30 March**

- - [Jakarta Servlet, Jakarta Faces and Jakarta Server Pages Explained](#) Please review by Mar 30, 2023
  - [Video Script-Jakarta Servlet, Jakarta Faces and Server Pages](#) Please review by March 30
  - [Jakarta Persistence Explained](#) Please review by April 7
  - [(Video Script) Jakarta Persistence Explained](#) Please review by April 7
  - [Jakarta RESTful Web Services Explained](#) Please review by April 7
  - [(Video Script) Jakarta RESTful Web Services Explained](#) Please review by April 7

  - **[Jakarta Concurrency video script](#) finalized**
  - [Jakarta EE Platform write-up for review](#) deadline complete
  - [Jakarta EE Platform Video Script for review](#) deadline complete
  - **[Jakarta Concurrency write-up](#) review deadline complete**
  - **[Jakarta Contexts and Dependency Injections](#) finalized**
  - **[Jakarta Contexts and Dependency Injections Video Script](#) finalized**

- **Jakarta EE Tutorial ([link](#))**-Technical writer provided a mind map for the project and is going to provide a detailed timeline by next week.
  - Exploring using [Antora](#) for formatting and user experience

- ## Starter Project:
- Technical writer is resuming the work on article 2,3 and 4 now that the starter project has made a good progress
- technical writer started working on the first article this week to create articles around main specs similar to [“next” in spring.io](#) expected to receive the first two articles by end of Dec.
  - 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

	○ 3. How to start with Servlets / How to build Servlets ○ 4. How to use Jakarta Security / How to secure your application **Notes:** - Emily writing a blog on Jakarta EE and MP - practical uses
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 Q1 2024 ● Priorities: ● Unified APIs improving Developer Experience ● New Specifications ● Build on the Latest Java ● Enable Community Contribution **These guidelines are provided to encourage a common community direction for Jakarta EE 11.**"	Notes: - [Shabnam to share social kit](#) - Please review, provide your input and then we can start to share it across our social channels. - It would be helpful for members to provide a rough set of data points around uptake of Jakarta EE versions for compatible products, especially around Jakarta EE 10