Jakarta EE Marketing Committee Meeting - June 15, 2023 (11:00 ET)

Attendees:	Eclipse Foundation:
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)**	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: 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)** ● **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)**	● **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](link) by 8 June**

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

Upcoming Meetings
  - June 29 - 11:00 am ET
  - July 13 - 11:00 am ET	

Approval of the previous mtg minutes **(2 mins)**	Approved

Steering Committee - report	Jakarta EE 11
	  - Looking to leverage completion of the plan review for the next drumbeat promotion of the release
	
	Jakarta EE Developer Survey 2023
	  - Reviewed total participation results and thanked all those who have contributed to the success (>2200)
	  - Shabnam to provide a lessons learned overview at the next call.
	
	EclipseCon 2023
	  - Highlighted the CFP deadline on Friday (June 16)
	  - Reviewed Community Day plans again
	  - Marketing to come back with a recommendation on Contingency fund usage (see below).

● **Jakarta EE Tutorial (link)-63% of the work is done** ○ Exploring using Antora for formatting and user experience	- Kito Mann presented information about the updates to the tutorial - Currently tracking in Jira repo

○ Link to all issues that are being worked on by the technical writer & EF team: https://virtua.atlassian.net/jira/software/c/projects/JETUT/issues/?filter=allissues
○ Most recent build:
○ https://virtua-tech.github.io/jakartaee-tutorial-playbook/jakartaee-tutorial/current/index.html
	- Working in Antora - Open source documentation site generator built on AsciiDoc
	
	Current activity
	- Bulk of work was moving existing over to Antora
	- Updated to latest Jakarta EE branding
	- Migrating each version (9.1, 10) and then updating it
	   - Adding navigation within modules
	   - Can switch versions of any page
	- Future potential - bring in spec pages to this format and navigation - better for working with and searching the specs.
	- Features include dark-light theme support and automatic pdf download.
	- Consolidated examples into separate repo
	- Separate UI repo (from content)
	- Working on a style guide for future contributions
	
	Feedback needed (by June 23rd)
	- Chapter ordering - proposed order is broken
	- https://virtua.atlassian.net/wiki/spaces/JETR/pages/2763423745/New+order+of+chapters
	
	Questions:
	- How much further will we get with our current budget?
	   - Shabnam - current budget should get us to completion.
	   - Focus on updating and removing fluff now that the framework is in place.
	- Can we get working on language specific versions, eg. Chinese?
	   - Can this framework support relatively easy translation and use of the layout and structure?
	   - Need to research pattern for language support.

Update tooling data sheet and create a HTML version (link)	Dominika to drive the kickoff review Same document with updates from Dominika: https://docs.google.com/document/d/1c4XDPkuI8ihKISrx2IvWwv_-4zmPDBmD8fSc3VZCxrQ/edit Note: - Dominika - looking for people to take a look - Melissa and Otavio

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/docume nt/d/14G45EFyW_x52p1s8mEK4 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	Survey went out on social on June 14th: 11 responses https://www.surveymonkey.com/r/L23W6NM And email campaigns launch on 15 June: 90 responses https://www.surveymonkey.com/r/JXFK5ZP

2023 Marketing Plan by quarter
Approved marketing plan (link)
   - Marketing plan by quarter (link) Shabnam
 	
   - Will review status of 2Q plans along with outlining our 3Q plans on our next call.
	● Successfully host the Jakarta EE track at Devnexus, Atlanta
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	● **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,
	
	Note:

2023 - Events
   - **JConf**
   - **JPrime**
   - **JNation sponsorship (June 6-7)**
   - **DevBCN**
   - **Hackathon by Payara**
   - **JCon 20-23 June CFP:**
	DevBCN: we are offered a community stand and have a Jakarta EE talk. With the free community stand, we have 3 tickets to share with the community members that are interested in helping at the booth.

- What events are members planning on sponsoring?
- Event list
- Please add events that are focused on decision makers and industry verticals
	Community Stand Sign-up sheet:
	https://docs.google.com/spreadsheets/d/1ZsWFFfJ_cGCK-tVf7fXaEErWmMwvFZ562SDKnqVUPJk/edit#gid=0
	
	Note:
	
	EclipseCon CFP closes June 16
	
	Community Day @EclipseCon
	    - https://www.eclipsecon.org/2023/java-community-day
	    - Looking at many more attendees (working with local JUG and community)
	        - Separate CFP from EclipseCon (promotion starts today - June 15)
	        - Looking to keep cost as low as possible
	    - Estimated budget $10k (for Jakarta EE WG)

JakartaOne Livestream - regional
    - Lock-in December 5 2023 as the global event
    - JakartaOne Livestream Chinese in September
    - Portuguese 15 August
    - 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 happening this year - suggested 1Q24 instead of this year.
	
	WW Event - December 5
	    - Committee
	        - Mala Gupta
	        - Tobias Frech
	        - Abraham Marin-Perez
	        - Edwin Derks
	        - Michael Redlich

	Notes: -

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](#)**
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	——————————————————
	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:
	- Agency met with Kenji directly to determine if the translations are done properly
	- Eric - looking to translate additional 3 specifications (with links back to main English Jakarta EE page - standard version)
	    - Jakarta Transactions 2.0
	    - MicroProfile Config 3.0
	    - microprofile-openapi-spec-3.0
	
	● **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 please review by 8 June](#)**
	    ○ The first video which is on Jakarta EE Platform is ready for upload to Youtube
	● on 7 specs has started, [video scripts](#) will be extracted from those [write ups](#)
	● Blurbs extracted from the write-ups to be added on their relavant Spec pages-being reviewed internally
	    ○ 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)-62% of the work is done**
    - Exploring using Antora for formatting and user experience
    - Link to all issues that are being worked on by the technical writer & EF team: https://virtua.atlassian.net/jira/software/c/projects/JETUT/issues/?filter=allissues
    - Most recent build:
    - https://virtua-tech.github.io/jakartaee-tutorial-playbook/jakartaee-tutorial/current/index.html
    - Once we have one completely refreshed chapter , we can schedule a Working session with the technical writer to walk MKT CMTE through the progress
    -
- **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 **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 **Notes:** - Starter button issue updated and in place on website - Plans to promote this starting today. - Should we go to a preview page describing the selected options before immediately downloading?
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. **Contingency Fund - recommendation** ● Given we are half-way through 2023, we are looking to be proactive in leveraging the contingency fund for key content that will support our activities ● Uses 　● Professional video booth set up at EclipseCon to create content that will support the Jakarta EE 11 launch (create before we need it) 　　- Customers, committers, working group members 　　- Testimonials 　- Can we generate other video styles? 　- Potentially record sessions at Java community day? 　- Potential need for more SWAG. - Drumbeat update 　- New issues related to Jakarta EE 11 created in [Github https://github.com/jakartaee/jakartaee-platform/labels/EE11](https://github.com/jakartaee/jakartaee-platform/labels/EE11) - 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