

Jakarta EE Marketing Committee Meeting - March 9, 2023 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SIZEsq-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 (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep)</p> <p>David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)</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">● Deliver the 2023 developer survey● Promote Jakarta EE 11 messaging● Create a successful experience for Devnexus in April● Deliver the EF community newsletter dedicated to Jakarta EE in March● Focus on Asia market:<ul style="list-style-type: none">○ Translations into Chinese & Japanese○ 1 Tech Talk in Chinese● Finalize selected explanation write-ups and video scripts on main specs● Create content targeting IT Decision: define concept and develop a framework● Engage with JUGs to drive awareness of Adopt a Spec● Engage with potential Asian committer/contributors to assess requirements● provide regular updates / quarterly meetings for that market● Explore translation/localization of key committer/contributor interfaces	<p>Ongoing Priorities</p> <ul style="list-style-type: none">- Promote compatible products on various social channels- Promote individual contributors- Evangelize Jakarta EE at major events/trade shows of relevance to our community- SEO & PPC related implementation- Jakarta EE Article Series - compatible products in action- Host & promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream- Promote individual contributors and newly elected committers and new contributors social channels and on the community news section of the Jakarta EE website.

Action Items: <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 ● 2022-09-01: use cases, configurations that are common and provide guidance 	Completed:
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Agenda	Minutes
General discussion (2mins)	<ul style="list-style-type: none"> ● JUG Tour - to present the current state of Jakarta EE and encourage them to get engaged.
Upcoming Meetings <ul style="list-style-type: none"> - March 23 - 11:00 am ET - March 30 - 11:00 am ET 	<ul style="list-style-type: none"> - Question - April 6 is the last day of DevNexus so how do we want to handle our regular call? <ul style="list-style-type: none"> - No meeting on the 6th
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> - Held the Working Group Meeting - Feb 28 - Recommendations <ul style="list-style-type: none"> - Do a short video for the 2023 Plans (share more broadly than simply WG members) - interview chairs of each <ul style="list-style-type: none"> - Program Plan - Marketing Plan - Specifications
Working group meeting (Feb 28 @12:30 ET) <ul style="list-style-type: none"> - Marketing to lead brief discussion on the Developer Survey & DevNexus track 	Review of meeting and any outcomes <ul style="list-style-type: none"> - Attendance on par with previous WGMs -
2023 Jakarta EE Developer Survey <ul style="list-style-type: none"> ● Timeline ● 2023 Developer Survey Questions ● ● Translation of the survey to drive more participation from other communities? ● How to increase our reach? <ul style="list-style-type: none"> ○ Target participation of 2000 	<ul style="list-style-type: none"> ● Tracking Links - please use the one for your organization ● We need to clean up the comments by Monday 27 Feb to share with Spanish, Japanese, Chinese and Portuguese reps for translations- can we share with Eric and Emily, Kenji, Otavio and Cesar to work with the communities to get the survey translated? <u>We need the translations by 7 March</u>

<ul style="list-style-type: none"> ○ 2022 Survey participation report 	<p>Notes:</p> <ul style="list-style-type: none"> - Will the results be translated? It may be difficult to get the report data into a translated format. - Please send email with the tracking links (social kit)
<p>DevNexus Track</p> <ul style="list-style-type: none"> - Track session selection spreadsheet - Review list - Further selection will be postponed until after organizers clarify Jakarta EE proposals in other tracks still being available - Social kit and cards to promote <ul style="list-style-type: none"> - Members promotions? - Devnexus Planning sheet - Devnexus booth sign-up sheet <ul style="list-style-type: none"> - Need support to cover the booth as the EF staff will be present at the Jakarta EE track - Metrics <ul style="list-style-type: none"> - Average 20+ attendees - 150 booth visits? 	<p>Notes:</p> <ul style="list-style-type: none"> - Social gathering (before Speaker's dinner) <ul style="list-style-type: none"> - Tuesday evening in-between the end of workshops/JUG leader summit and the start of the speaker dinner (5-7PM) - Not sponsored so pay for what you eat/drink - Cafe: Der Biergarten- reservation not required - Looking for ways to promote <ul style="list-style-type: none"> - Developer newsletter - Previous attendees outreach - Local clients <p>Need support from members to cover the booth</p> <p>Speaker presentation template</p> <p>Banner 1 & 2</p>
<p>2023 Marketing Plan by quarter Approved marketing plan (link)</p> <ul style="list-style-type: none"> - Marketing plan by quarter (link) Shabnam 	<ul style="list-style-type: none"> - Review status of Q1 goals and look ahead to Q2
<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 Q1 2024 ● Priorities: <ul style="list-style-type: none"> ● Unified APIs improving Developer Experience ● New Specifications 	<p>Notes:</p> <ul style="list-style-type: none"> - Shabnam to share social kit <ul style="list-style-type: none"> - Please review, provide your input and then we can start to share it across our social channels.

<ul style="list-style-type: none"> • Build on the Latest Java • Enable Community Contribution <p>These guidelines are provided to encourage a common community direction for Jakarta EE 11.“</p>	
<p>2023 - Events</p> <ul style="list-style-type: none"> - JNation sponsorship (June 6-7) - Hackathon by Payara - JCon 20-23 June CFP: https://2023.europe.jcon.one/call-for-papers - What events are members planning on sponsoring? - Event list - Please add events that are focused on decision makers and industry verticals 	-
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - 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 	<p>We have confirmation from Chinese-Sep, Portuguese-August, Spanish-9 Nov community to run the livestreams this year</p> <ul style="list-style-type: none"> - German livestream is not confirmed yet; possible for July but waiting on input. <p>Please let us know when the regional events can be done so we get enough runway for promotion.</p>
<p>Jakarta EE Technical Survey</p> <ul style="list-style-type: none"> - Proposed Timeline - Can we work with another org to integrate our desired questions into a broader survey? 	<ul style="list-style-type: none"> - Combine into Omnifish survey <ul style="list-style-type: none"> - Shabnam reached out and is setting up a meeting. Will report back to marketing.
<p>Content (Shabnam)</p> <p>Why Jakarta EE</p> <ul style="list-style-type: none"> - Video and page - Github issue <hr/> <ul style="list-style-type: none"> - Spec documents and video scripts - Starter Project <hr/>	<hr/> <ul style="list-style-type: none"> - Translations-delivered yesterday and shared on an issue with Eric & Kenji this morning: - https://github.com/jakartaee/jakarta.ee/issues/1641 - https://github.com/jakartaee/jakarta.ee/issues/1642 <ul style="list-style-type: none"> - Explanation write-ups and video scripts on 7 specs:

- **Tech Talk-**

- [Sign up sheet](#)
- [Sign up sheet result](#)
- [Scheduled talks](#)

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- on 7 specs has started, [video scripts](#) will be extracted from those [write ups](#)
 - [Jakarta Contexts and Dependency Injections](#) for review by 20 January
 - [Jakarta Contexts and Dependency Injections Video Script](#) for review by 20 January
 - [Jakarta Concurrency video script](#) for review by 20 January
 - [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 EE Tutorial** ([link](#))
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- Review the latest proposal and provide comments in the document.
- This is the selected proposal between the 3 submitted by the community members
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- **Starter Project:**
- 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

