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

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2IIpp3NVwiFy0SlZEsq-w
RZalzoq5P8sAow4hpSS.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)	
David Blevins (Tomitribe)	
Valentina Kovacic, (Payara Marketing Director)	
Priya (Payara)	

Current Projects	Ongoing Priorities
Q1 Priorities	- Promote compatible products on various social channels
● Deliver the 2023 developer survey	- Promote individual contributors
● Promote Jakarta EE 11 messaging	- Evangelize Jakarta EE at major events/trade shows of relevance to our community
● Create a successful experience for Devnexus in April	- SEO & PPC related implementation
● Deliver the EF community newsletter dedicated to Jakarta EE in March	- Jakarta EE Article Series - compatible products in action
● Focus on Asia market:	- Host & promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream
○ Translations into Chinese & Japanese	- Promote individual contributors and newly elected committers and new contributors social channels and on the community news section of the Jakarta EE website.
○ 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	

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**	

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - February 23 - 11:00 a.m. ET - March 9 - 11:00 am ET	- Eric/Emily to talk about the activity in the Chinese community
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	- Reviewed the agenda for the Jakarta EE DevNexus track as well as the desired to promote the track and event participation across all member channels. - Looked at Jakarta EE 11 promotion plan and review of marketing efforts - see our agenda later. - Working group meeting scheduled and draft agenda created - Feb 28 (see our item below)

Working group meeting (Feb 28 @12:30 ET)
- Marketing to lead brief discussion on the Developer Survey & DevNexus track
	Proposed agenda - 10 mins per topic, including Q&A:
	● Jakarta EE 11 Narrative and Direction - Alasdair suggested that perhaps the Platform Team or Spec Committee rep could present on "next steps"-
	   ○ Emily will seek a volunteer to discuss from Platform team
	      ■ Reza volunteered for Ed Burns from Microsoft. (use Jakarta EE 11 document and Steve's presentation)
	   ○ Paul will seek a volunteer to from Spec Committee
	● Jakarta EE Working Group Program Plan (including Objectives)
	   ○ Marcin volunteered to cover
	● Developer Survey (including possible translations?)

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○ Will also cover DevNexus track and short blurb on Jakarta EE 11 promotion
○ Shabnam/Neil will recruit a presenter

● MicroProfile on Jakarta EE 10

○ Emily volunteered to cover

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2023 Marketing Plan by quarter
Approved marketing plan (link)

- Marketing plan by quarter (link) Shabnam

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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."
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Notes:

- Shabnam to share social kit

- Please review, provide your input and then we can start to share it across our social channels.

- CTAs - contribute to ideas in Emily's document
- Join the upcoming call

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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

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Notes:

- Could we engage JUGs to helps spread the word? - large membership in many of these groups.
- Could we reach out to the Java social handles to increase our traction
- Increase the reach through members as well.
- Should we shorten the survey?
- Make the raffle more widely known.
- Could we look at a press release related to the survey?
- Cost overall is quite small - ~2k

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	- Potential question
	    - "What Jakarta EE 10 feature are you most excited about" - 5 options (Core Profile being a key one).
	- Having collected the email of those who downloaded the report, are we going to outreach to them about participating.
	
	- Translations
	    - Chinese (Eric, Emily), Portuguese (Otavio), Spanish (Cesar), Japanese (Yuichi)

DevNexus Track
- 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**
    - **Members promotions?**
- **Devnexus Planning sheet**
 	
- **Devnexus booth sign-up sheet**
    - Need support to cover the booth as the EF staff will be present at the Jakarta EE track
- Metrics
    - Average 20+ attendees
    - 150 booth visits?
	Notes:
	- Tanja
	    - Still working through panel participants - hosted by Tanja and Ivar
	        - Potentially use it as a kickstart for Jakarta EE 11
	        - Looking to find other topics that are related to Jakarta EE and get insights into synergy
	- Need to discuss SWAG for the event and providing for speakers to use in the track. (see planning sheet)
	
	See updated swag and booth content suggestion sin the planning sheet.
	Shabnam/Tanja to check on cost of monitor

Content (Shabnam) Why Jakarta EE - Video and page - Github issue --- - Spec documents and video scripts - Starter Project	**Jakarta EE Tutorial (link)** Review the latest proposal and provide comments in the document. This is the selected proposal between the 3 submitted by the community members --- - **Explanation write-ups and video scripts on 7 specs:** -

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- **Tech Talk-**
    - **Sign up sheet**
    - **Sign up sheet** result
    - **Scheduled talks**
-
	- 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
	- **Translations-**Glossaries shared with Kenji and Eric to review and validate before moving forward with translations of the files
	-
	- **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

2023 - Events
- **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
	- - JNation - are we good with a small (1000 Euros) sponsorship - Approved
	    - FREE TICKETS 2
	    - LOGO SIZE :Smaller
	    - LOGO ON WEB PAGE AND BANNERS ✓ ✓ ✓ ✓
	    - LOGO BETWEEN SESSIONS ✓ ✓ ✓ ✓
	    - LOGO IN LIVE FEED BREAKS

decision makers and industry verticals	
Jakarta EE Technical Survey - [Proposed Timeline](#) - Can we work with another org to integrate our desired questions into a broader survey?	- Combine into Omnifish survey - Shabnam reached out and is setting up a meeting. Will report back to marketing.
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	Please let us know when the regional events can be done so we get enough runway for promotion.