Jakarta EE Marketing Committee Meeting - 23 January, 2025 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2lIpp3NVwiFy0SIZEsq-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)	
Luqman Saeed (Payara)	
Chiara Civardi (Payara)	
Eric Meng (Primeton)	
Cesar Hernandez (Tomitribe)	
Jonathan Gallimore (Tomitribe)	
Ryan St James (Tomitribe)	
Reza Rahman (Microsoft)	
Otavio Santana (Committer Rep)	
Stallone Anandan (Payara)	

Current Priorities	Ongoing Priorities
Q1: ● **Field and promote the 2025 Jakarta EE developer survey** ● **Successfully host the Jakarta EE track at Devnexus, Atlanta** ○ **Booth success** ○ **Track Promotion** ● **Create a successful experience for JavaOne in March** ○ **Booth success** ○ **Talk Promotion** ● **Launch and promote the release of Jakarta EE 11** ● **Deliver 1 Jakarta EE dedicated article in the EF community newsletters in Q1** ● **Deliver 1 to 2 how to guides** ● **Deliver 1+ blogs to share the results of the Cloud Native Java Survey** ● **Focus on Asia market:**	

○ **1 Tech Talk in Chinese**	
Action Items:	**Completed:**

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - February 6, 2025 - February 20, 2025	
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	Jakarta EE 11 - Web Profile targeted to ballot before end of 1Q - Platform still not determined. Program Plan - Marketing committee will be asked to update marketing related objectives - Neil to review

2025 Planning
- **Reference - 2024 Marketing Plan (link)**
	2025 MKT Plan
	2025 MKT Plan by quarter
	
	Notes:
	- Review Metrics
	   - Metrics - are these the right items to track?
	   - Why are we not seeing as much tracked for members?
	      - We should review the submissions monthly in the spreadsheet
	      - Add content to community news
	      - Should we look to increase our social presence? Instagram? Blue Sky?

2025 Events
- **What do we want to do next year?**
    - **Track sponsorship?**
    - **Surround?**
    - **Other ideas?**
	- [2025 Conference sheet](#)
	- **JCON Europe**
	    - **Finalizing the agreement with organizers**
	- **JDConf - virtual (Microsoft) - April 9-10**
	    - **Submit talks related to Jakarta EE - CFP closes Friday, January 24.**
	- **Javaland sponsorship: 5k Euros potentially shared with 2 other Java related WGs-Approved**
	    - **<u>Sign up sheet to support the booth</u>**
	    - **<u>Sign-up sheet for Biz Lounge opportunity at Javaland</u>, please signup if presenting or attending**
	    - Stand Area: 12m² (Stand location 236 or 238) — valued at €9,700 in their sponsorship prospectus
	    - Walls: 2 unbranded walls (side and back)
	    - Conference Tickets: 3 tickets for your team
	    - Business Lounge Access: For both days—Valued at €9.900 in their prospectus
	- **2025 Devnexus Sponsorship-Jakarta EE Track and Booth- Promoting registration and talks**
	    - **<u>Social Kit for members to promote</u>**
	    - **Booth [Sign-up sheet](#)**
	    - **[Marketing Plan](#)**
	JavaOne sponsorship: Approved
	<u>Sign up sheet for booth support</u>
	Beyond your sponsorship here are the opportunities:
	1. We're hosting a Java luminary summit (agenda TBD) as a Day 0 activity on March 17th
	2. There's an unconference planned for JavaOne on March 20th
	    - **MicroProfile chipping in $5k**
	    - **Internally we are exploring participation of other WGs**
	    - **Concern about the session content - only 7 Enterprise Java sessions if that**
	        - **Need to provide feedback to organizers - especially around Jakarta EE 11 content**

Cloud Native Java Technical Survey - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full	- [Social kit to promote the blog](#) - [Survey findings](#), [blog example to publish results](#) - [Timeline](#)

stack Java
- Need to build out questions.
	## Draft blog post (Reza)
	Notes:
	- Share feedback in the document by January 17
	    - **Feedbackis provided in the doc. Can this be published on Jakarta EE blog site the week of 3 Feb or 10 Feb? We will add it on the Jakarta EE announcement on the site and use our channels to promote it as a campaign.**
	    - Members can post a supporting blog on our own platforms to point to this blog which will be hosted on the Jakarta EE site.
	- Neil/Tanja to follow up with Reza on posting the blog to Jakarta EE blog site. Can author line say "Jakarta EE Marketing Committee"?
	
	Sharing of the report - early January timeframe:
	1. Members write blogs through the community site and promote through social to get the results out
	2. Members can also share through their own blog sites

JakartaOne Livestream - regional
- Portuguese (January 19, 2024)
- Determine what regional events will be run and when
	2024 JakartaOne Livestreams
	
	    - **December 3 - JakartaOne Livestream (main event)**
	    - **Summary report ready**
	
	2025 JakartaOne Livestreams
	
	● **Any experience to share using Streamyard as a platform for webinars/events?**
	
	Notes:
	
	2025 Vendor talks Signup Sheet
	
	    - **Eric - will discuss Chinese livestream with the community and try to get a date for the next meeting**
	        - **jianguo.ma@microsoft.com - Reza recommended to get involved**
	        - **Also looking for Oracle to get someone local engaged.**
	    - **Emily - hosting quarterly Tech Talks beyond the Livestream events.**

	- **Would be good to understand the impact of these and raise visibility** - **Tanja to send another email request for communities to sign up for a Livestream this year.**

Other Content (Shabnam)
 	
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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**
      -
	● **Jakarta Data video** is live and running ads since 20 Dec to promote: 57k views as of 9 Jan.
	    ○ **207k views as of 21 Jan**
	
	 ● **2025 Jakarta EE Developer Survey Timeline**
	    ○ **Questions to review and provide feedback by 4 Feb**
	
	 ● **Any topic suggestions or interest in participating Feb or March EF newsletter?**
	 ● Final version of the EE 11 release feature video
	    ○ Please review and provide any feedback
	    ○ May need to adjust some of the wording if we slip out of 2024 for the release (cadence is listed as 2 years)
	 ● Starting to work on a number of Technical guides and how tos:
	    ○ **How to Use Jakarta Data with the Jakarta EE Starter, - pause until Jakarta EE 11 is available**
	    ○ **Getting Started with Advanced Jakarta Data: Queries, Expressions, and Transactions**
	    ○ **Write up on how to use Jakarta RESTful Web Services and Jakarta Persistence**
	
	 ● Jakarta EE Community deck is updated
	 ● **Jakarta EE 11 MKT activities:**
	    ○ **Zoom backgrounds**
	    ○ **Preview release Page, github issue**
	    ○ Jakarta EE 11 release video
	    ○ EE 11 spec image
	    ○ Theme image for the EE 11 release
	    ○ video script for the key features release video, Storyboard is in works, Shabnam will share the first draft on the next MKT CMTE call
	    ○ EE 11 copy for the release page
	      ■ Make the cards work like in release 10 with learn more expansion
	    ○ Jakarta EE release page github issue
	    ○ Social kit is in works

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Jakarta EE 11 release marketing plan
- [Jakarta EE 11 messaging doc](#)
- [Jakarta EE release marketing plan](#)

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Notes:

- **We need Member Quotes ASAP**
- **[PR draft](#) for EE 11 release is final (TCK related blurb is now added),** reviewed by members **pending supporting quotes**
- Next meeting - discuss the timing for the announcement (December, or slip into 2025) and the pros/cons of each.
- **Until release date is known,**
  - **Promote JakartaOne Livestream - December**
  - **Promote Developer Survey Report**

Jakarta EE 11

- **TCK team focusing on Web Profile**
  - **200 test failing**
- **Messaging**
  - **Even though TCK modernization has delayed release - specifications were delivered in the 2 year timeframe.**
- **What is happening?**
  - **Reza**
    - **A lot of failing tests - 7k**
    - **JPA TCK is the big problem at the moment with just 2 people (Scott Stark, Scott Marlow - RH) working part time on them - no ETA from them**
    - **Current velocity - likely months for a Platform release**
    - **Need to have a sense of urgency**
    - **MS willing to add some people**

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