Jakarta EE Marketing Committee Meeting - 20 March 2025 (11:00 ET)
https://eclipse.zoom.us/j/190310950

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
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 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**

Ongoing Priorities

Action Items:	**Completed:**

Agenda	Minutes

General discussion **(2mins)**	Reza:
	- Email about JDConf promotion - partnership aspects - see social kit below for assets to promote
	- Jakarta EE Ambassadors - Guide to Contributing to Jakarta EE 12 - socialize to join the conversation
	   - [Guide](#)
	   - [Discussion thread](#)

Upcoming Meetings - April 3 - April 17	
Approval of the previous mtg minutes **(2 mins)**	
Steering Committee - report	No new information

2025 Jakarta EE Developer Survey	● **[2025 Jakarta EE Developer Survey Timeline](#)**
	  ○ **[Social Kit to promote](#)**
	  ○ **[Report](#) 193 so far**
	  ○ **[Slide to promote the survey](#)**
	  ○ **Blog is live announcing the survey**
	  ○ Survey <u>preview link in survey monkey</u>
	  ○ <u>Questions to review</u> and provide feedback by 4 Feb

Jakarta EE 11 release marketing plan ● [Jakarta EE 11 messaging doc](#) ● [Jakarta EE release marketing plan](#)	**Notes:** Request from Steering ○ Is it to promote the release of Jakarta NoSQL 1.0. have been approved and thank the project team involved? **[Done](#)**

| | ■ First spec following entire Jakarta EE process
■ Otavio will be submitting an article about this spec and the process.
● **[PR draft](#)**
● **[Social kit to promote as the release becomes available](#)**
2025-03-13
- **Members to send over any information about compatible implementations and timing for Jakarta EE 11**

20205-03-20
- **Core Profile promotion**
   - **Articles - Who will own?**
   - **Starter Kit sharing -**
- **How are we going to promote compatible implementations for Core Profile and Web Profile, before the PR when the Platform is announced?** |
| **2025 Events**
- **What do we want to do next year?**
   - **Track sponsorship?**
   - **Surround?**
   - **Other ideas?** | - [2025 Conference sheet](#)
- **JCON Europe (May 12-May 15 Cologne)**
   - **[Sign-up sheet for the booth](#)**
   - **[Social Kit to Promote the Booth and Jakarta EE Talks](#)**
- **JDConf - virtual (Microsoft) - April 9-10**
   - **[Social kit to promote](#)**
   - **Sessions will be occurring from 1 from RedHat, 1 from Oracle, 2 from IBM, Broadcom. There might be a few sessions on-demand TBA**

Javaland sponsorship (April 1-3) Nürburgring, Germany. 5k Euros potentially shared with 2 other Java related WGs-Approved
   - **Business Lounge agenda is published on Javaland's site**
   - **[Social kit to promote the talks and Business lounge](#)**
   - **[Sign up sheet to support the booth](#) We need help with booth staffing**
   - **[Sign-up sheet for Biz Lounge opportunity at Javaland](#), please signup if presenting or attending** |

	- Payara and Microsoft will be in attendance. Will help staff the booth as availability permits. **JavaOne sponsorship: Approved** **Sign up sheet for booth support** **Social Kit to promote the booth and Ivar's talk** **Please help sign up to staff the booth** Payara and Oracle will be in attendance. Will look to fill out booth spreadsheet as soon as possible. **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 - Shabnam will explore details (2/20)** **2. There's an unconference planned for JavaOne on March 20th** **2025-03-20** - **JavaOne prelim report?**

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?

JakartaOne Livestream - regional - Portuguese (January 19, 2024) - Determine what regional events will be run and when **Jakarta Tech Talks**	**2025 JakartaOne Livestreams** ● **Chinese livestream will take place on Sept 25th-Updates from Eric?** ● Waiting to hear back from the community on dates for other worldwide livestream events. Dates TBD. **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**

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**
   -
	• **Content Preference Survey-launch in Q2**
	• **Jakarta NoSQL and Persistence Explained-Please review and provide feedback by 26 March-targeting to launch on April 8 on the learn page**
	• **Discuss Implementation of the Starter mockup that was created in Sep 2023**
	   ○ **Shabnam will bump up this activity and see if Kito can help make changes/updates. Otherwise, we can look at having a contractor assist.**
	   ○ **Need to address existing issues**
	   ○ **Involving someone without the background could cause more problems - check with Kito to see what can be done.**
	
	• **March Newsletter includes an article by Chiara Civardi from Payara on the 25th anniversary of enterprise Java**
	• **Any topic suggestions or interest in participating Feb or March EF newsletter?**
	• 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
	    ○ 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
	
	Action Items:
	Program Plan goal:
	https://docs.google.com/presentation/d/1F_moVpxn0u30qaq-QHNgp8NL9Pg4_6DWR-BvdqB1Bdw/edit#slide=id.g325477d6211_0_80
	
	2025-01-23
	    - Reza - start building a set of proposals for non-spec related contributions (theme - If I only had the time)
	        - Ideal for new people to dig into - eg dev advocates looking to engage
	        - Tanja to provided the github repo link for tracking these items
	    - Consider renaming the github repo to reflect the focus on community contributions. (Outreach, Advocacy, Community)
	    - Look at promoting the repo on the "Get Involved" page.
	
	2025-03-13
	    - Name should reflect what we want to accomplish with this repo - Advocacy - promote technology and its use
	    - Get people more engaged and contribute beyond the spec process
	    - Shabnam to research who can help with this.