Jakarta EE Marketing Committee Meeting - 12 December, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SlZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu) Neil Patterson (IBM) 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)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Priorities	**Ongoing Priorities**
Action Items:	**Completed:**

Agenda	Minutes

General discussion **(2mins)**	

Upcoming Meetings
  -   January 9, 2025
  - January 23, 2025	

Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	-
2024 Jakarta EE Developer Survey **-**	Launched report on **15 October** - **Social Kit to promote the report**

2025 Planning
-   Reference - 2024 Marketing Plan (link)
 	
2025 Planning
 	
  -   Marketing plan 2024 has the content plan per quarter
	2025 MKT Plan -Candidate MKT plan is approved by the MKT CMTE.
	
	Proposal - Adopt 2025 Marketing Budget as proposed in document and discussed at last meeting.
	  - Seconded Ed Bratt
	  - Approved by consensus
	
	Notes:
	  - Review proposed budget
	    - Discussed increased allocation to events - use budget allocated from OCX to fund meetups;
	      - Very valuable to support user group meetups.
	    - **Agreement on allocation of the MKt budget on the previous meeting but was pending Steering committee program budget approval**
	    - Explore EU (Javaland) and/or Asia events
	  - MKT CMTE agreed we should replace the About button with Learn button in navigation bar looking at the report
	  - 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?

2024 Events
- **What do we want to do next year?**
    - **Track sponsorship?**
    - **Surround?**
    - **Other ideas?**
	- [2024 Conference sheet](#)
	- **Javaland sponsorship: 5k Euros potentially shared with 2 other Java related WGs**
	    - 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**
	    - **Social Kit for members to promote**
	
	JavaOne sponsorship: Approved
	- **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 stack Java - Need to build out questions.	- [Survey findings](#), [blog example to publish results](#) - [Results so far](#): 174 closed - [Timeline](#) - **Reza will lead the effort** ○ **Draft and then share the blog post based on the example (Jan. 3, 2025)** - **Discuss blog and publishing on January 9 call.** - [social media kit](#) and [promotional cards](#) **Community Channels:** https://www.surveymonkey.com/r/8GP933Y

	Member Companies: https://www.surveymonkey.com/r/YYC69BW **EF Channels:** https://www.surveymonkey.com/r/FFD3KDK Notes: 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**
	- **Long report coming**
	- **Some issues with Crowdcast so had to switch to Youtube**
	    - **Perhaps some Crowdcast viewers did not switch over**
	    - **Agree that we should not use Crowdcast next 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-Please review by 7 Nov.**
	● **Q3 MKT Operations Update**
	● **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](#) ● **December EF community newsletter is featuring an article from Otavio on Jakarta Data with focus on specific features such as Pagination** ● **Jakarta EE 11 MKT activities:** ○ **[Zoom backgrounds](#)** ○ **[Preview release Page](#), [github issue](#)** ○ ○ [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 **Action Items:** - **Reach out to Shabnam if you have anyone interested in writing an article for October or November newsletters**
Jakarta EE 11 release marketing plan ● [Jakarta EE 11 messaging doc](#) ● [Jakarta EE release marketing plan](#)	**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**