Jakarta EE Marketing Committee Meeting - April 13, 2023 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SIZEsq-w RZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

Attendees: 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)** David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)	**Eclipse Foundation:** Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)

Current Projects
Q1 Priorities
● 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:
  ○ 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
	Ongoing Priorities
	
	- Implement/ Continue SEO efforts
	- Continue Promotional campaign around EE 10
	- Increase Jakarta EE adoptions: members to help measure
	
	- Promote compatible products on various social channels Promote individual contributors
	
	- Evangelize Jakarta EE at major events/trade shows of relevance to our community
	
	- Host & promote virtual events: Tech Talks, Virtual Tours, JakartaOne Livestream
	- Giveaways
	- Promote individual contributors, newly elected committers/contributors on social and the community news section of the Jakarta EE website.

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 - April 13 - 11:00 am ET - April 20 - 11:00 am ET - May 4 - 11:00 am ET	(Neil will be away April 13)
Approval of the previous mtg minutes **(2 mins)**	
Steering Committee - report	Developer Survey - Reviewed timeline and push for promotion - need more input from the vendors to keep sharing the survey - 300 responses from Chinese community Devnexus - Jakarta EE track - Feedback from Tanja (Emily and Cesar absent today, possibly provide feedback at the next call) see feedback below in the separate agenda item Jakarta EE 11 - Still Need feedback from various project teams, Jakarta EE discussion document – transferring it to GitHub issues Starter project platform - discussed in the mailing list - could be a branding / marketing issue too, so encouraging members to contribute to the discussion in the mailing list
2023 Jakarta EE Developer Survey ● Timeline	● **Tracking Links** - please use the one for your organization

● 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
	● EF collector links: Survey result report as of 11 April: 1,035

DevNexus Track
  - Track session selection spreadsheet
  - Devnexus Planning sheet
  - Metrics
	Notes:Event feedback:
	
	- Over 200 developer conversations
	- 153 scanned badges
	- 15-20 participants each session, 30 in one of the sessions, the last session had only 5 participants
	- timeslot for last talk to be planned differently next time to ensure better attendance
	- The unofficial reception event, not sponsored - went well in general, some disappointment from the audience as it didn't include drinks/food - need to make clear next time
	- Conversations with Spring – re collaboration in regards to security in both Spring and Jakarta EE
	- Conversations with new customers
	- Cake – very well received, attracted interest
	- Overall – good event, good conversations, raising awareness and educating.
	- Will work with members to notify their users and customers about our presence at future events
	- Very effective to have Jakarta EE track and reach out to wider audience
	- Areas for improvement - more promo to the users (directly and via vendors), improving the track room location / timings
	- Discussions with users - improving on the TCKs process, certification process may need to be simplified to allow more compatible products
	- Next steps - what are our plans for next year? Invest in track + vs booth & presence only
	- Discussion needed for marketing committee later on - whether to add a similar track sponsorship for next year needed when planning the budget for next year

2023 Marketing Plan by quarter Approved marketing plan (link) - Marketing plan by quarter (link) Shabnam	• Deliver the 2023 developer survey - ongoing • Promote Jakarta EE 11 messaging – ongoing • Create a successful experience for Devnexus in April - completed • Deliver the EF community newsletter dedicated to Jakarta EE in March – completed • Focus on Asia market: Translations into Chinese & Japanese 1 Tech Talk in Chinese Quality of translations not that good, Chinese community to help with translations, working with Eric on this Japanese – ongoing , working with Yuichi and Kenji to review translations to ensure high quality • Finalize selected explanation write-ups and video scripts on main specs – finalized, further resources will be shared shortly for review with the committee • Secure a technical writer for refreshing the Jakarta EE Tutorial • Create a short survey to understand the blockers for community members to become a contributor/committer – document created **https://docs.google.com/document/d/14G45EFyW_x52p1s8mEK4u9nTPddwb2xnVbtFqBif30o/edit will be sent out , members to have a look at these questions and review / add feedback by end of April.** To be send out early June
2023 - Events - **JConf** - **JNation sponsorship (June 6-7)** - **Hackathon by Payara** - **JCon 20-23 June CFP:** - What events are members planning on sponsoring? - Event list - Please add events that are focused on decision makers and industry verticals	- JConf in May-Are members attending? - Payara Hackathon - completed , winners announced & will be working with Jakarta EE to share their examples

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	Website updated : https://jakartaone.org/ all upcoming events listed, save the date promo started already – encouraging regional communities to start same campaigns for their regions – Portugal, China Spanish German livestream is not confirmed yet; possible for July but waiting on input.
Jakarta EE Technical Survey - Proposed Timeline - Can we work with another org to integrate our desired questions into a broader survey?	We're not going to pursue heavily this tech survey, don't want to confuse ppl as we have the ongoing dev survey. On pause for now before we open - preparations continue. Work with Omnifish ongoing (Shabnam to update the status)

Content (Shabnam)
 	
Why Jakarta EE
- Video and page
- Github issue
————————————————————
 	
- Spec documents and video scripts
- Starter Project
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- **Tech Talk-**
  - **Sign up sheet**
  - **Sign up sheet** result
  - **Scheduled talks**
  -
	March newsletter dedicated to Jakarta EE with 3 spotlight articles on Jakarta EE 11, Jakarta EE Starter project and an article featuring individual specs that will be a part of 11
	
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	- **Translations-**delivered yesterday and shared on an issue with Eric & Kenji:
	- Kenji needs one more week to complete the review.
	- https://github.com/jakartaee/jakarta.ee/issues/1641
	- https://github.com/jakartaee/jakarta.ee/issues/1642
	
	Notes:
	- **Eric - could we get some of the Chinese community members more involved with the translations and actually do the translations?**
	- **Shabnam - lots of issues with the translations done by the agency - sections are hard to understand for native speakers.**
	- **Eric - could we give SWAG to those who help out.**
	  - **Marketing committee - YES.**
	
	- **Explanation write-ups and video scripts on 7 specs:**

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- on 7 specs has started, video scripts will be extracted from those write ups

  - Jakarta Security, Jakarta Authorization, and Jakarta Authentication Explained **please review by 30 March**
  - Jakarta Security, Jakarta Authorization, and Jakarta Authentication video script **please review by 30 March**
  - Jakarta Servlet, Jakarta Faces and Jakarta Server Pages Explained Please review by Mar 30, 2023
  - Video Script-Jakarta Servlet, Jakarta Faces and Server Pages Please review by March 30
  - Jakarta Persistence Explained Please review by April 7
  - (Video Script) Jakarta Persistence Explained Please review by April 7
  - Jakarta RESTful Web Services Explained Please review by April 7
  - (Video Script) Jakarta RESTful Web Services Explained Please review by April 7

  - **Jakarta Concurrency video script finalized**
  - 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 Contexts and Dependency Injections finalized**
  - **Jakarta Contexts and Dependency Injections Video Script finalized**

- **Jakarta EE Tutorial (link)-**Kick off meeting with the writer next Wednesday

- **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

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