Jakarta EE Marketing Committee Meeting - January 26, 2023 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SlZEsq-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
	
	- Promote compatible products on various social channels
	- Promote individual contributors
	- Evangelize Jakarta EE at major events/trade shows of relevance to our community
	- SEO & PPC related implementation
	- Jakarta EE Article Series - compatible products in action
	- Host & promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream
	- Promote individual contributors and newly elected committers and new contributors social channels and on 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
   - February 9 - 11:00 a.m. ET
   - February 23 - 11:00 a.m. ET	

Approval of the previous mtg minutes **(2 mins)**	Approved

Steering Committee - report	- Reviewed the DevNexus Track and the need for promotion from members
	   - Highlighted the availability of the social kit
	- Reviewed the Jakarta EE 11 narrative and action items
	   - See Marketing activity requested.
	- Reviewed the quarterly breakdown of goals and objectives.

2023 Marketing Plan by quarter Approved marketing plan (link) - Marketing plan by quarter (link) Shabnam	

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
	- What should we focus on for 1Q?
	   - Date? Priorities? Java version?
	   - How detailed?
	   - How often do we drumbeat?
	
	Notes:
	- Shabnam - will work on a social kit that will evolve. Need input on the first thing to focus on.
	- Otavio - start to highlight new features - people need to hear about the new stuff to get excited

● New Specifications
 	
● Build on the Latest Java
 	
● Enable Community Contribution
 	
These guidelines are provided to encourage a common community direction for Jakarta EE 11."
	- Look at the specs for what is new (eg. Config) (video)
	- Ed - survey going out to spec leads to get feedback on their input for EE 11
	- Shabnam - start with a high level view from the presentation.
	- Can we invite people to share what they would like to see? Use Emily's document as starter ideas.
	   - Perhaps ask people to join us - don't wait to get your ideas heard
	   - Tech talks on some of the ideas to gather input?

2023 Jakarta EE Developer Survey
● Timeline
● 2022 Developer Survey Questions
● **Do we have any additional objectives that we want to achieve from the survey this year?**
● **How to increase our reach?**
  ○ Research agencies cost $30k-$40k
  ○ 2022 Survey participation report
	- Eclipse Foundation finalizing questions so we can review.
	- Are there any additional topics/questions?
	   - NEED BY NEXT WEEK!
	- Other objectives from the survey?
	   - How are members making use of the survey results?
	   - Do we need to reconsider the technical survey to do an executive level survey?
	- How do we increase our reach?
	   - 2021 - 900+; 2022 - 1400+
	   - Use an agency? Likely not due to cost.
	   - Missing out on huge potential from members.
	
	Notes:
	
	- This is our normal developer survey that is run yearly.
	- Survey use?
	   - Cesar - use it for stats and information to share with customers; provides solid data specific to Jakarta EE
	- 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
	- Potential question

	- "What Jakarta EE 10 feature are you most excited about" - 5 options (Core Profile being a key one).

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**
- **Devnexus Planning sheet**
	- Members to promote using social kit
	    - Provide information and data on promotional activities
	    - Additional ideas for getting the word out?
	- What metrics do we want to put in place to measure success?
	    - 20 attendees average across track sessions?
	- Social event
	    - Any members willing to sponsor?
	
	Notes:
	- Reza - will DevNexus promote our track?
	    - DevNexus committee will be promoting the track as part of their overall promotion.
	- Tanja
	    - Still working through panel participants - hosted by Tanja and Ivar
	        - Potentially use it as a kickstart for Jakarta EE 11
	- Booth traffic
	    - Usually a good number of visitors (150-200) but not sure we ultimately get follow on value from this
	- Need to discuss SWAG for the event and providing for speakers to use in the track.

Content (Shabnam)
 	
Why Jakarta EE
- Video and page
- Github issue
 	
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- Spec documents and video scripts
- Starter Project
 	
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- **Tech Talk-**
    - **Sign up sheet**
    - **Sign up sheet** result
	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
	
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	- **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 Contexts and Dependency Injections for review by 20 January**

- **Scheduled talks**	- **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
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	- **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**
- **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 decision makers and industry verticals
	- - JNation - are we good with a small (1000 Euros) sponsorship
	    - FREE TICKETS 2
	    - LOGO SIZE :Smaller
	    - LOGO ON WEB PAGE AND BANNERS ✓ ✓ ✓ ✓
	    - LOGO BETWEEN SESSIONS ✓ ✓ ✓ ✓
	    - LOGO IN LIVE FEED BREAKS

Jakarta EE Technical Survey - Is this still a priority for 2023? - Can we work with another org to	- Combine into Omnifish survey - Shabnam reached out and is setting up a meeting. Will report back to marketing.

integrate our desired questions into a broader survey?	
JakartaOne Livestream - regional - Lock-in December 5 2023 as the global event - 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.