

Jakarta EE Marketing Committee Meeting - November 16, 2023 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAKsSdfTCN6th5T?startTime=1611842890000

<p>Attendees:</p> <p>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 (Princeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep)</p>	<p>Eclipse Foundation:</p> <p>Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects</p> <p>Q4 Priorities</p> <ul style="list-style-type: none">• Successfully organize and host the annual JakartaOne Livestream in Dec• Successfully host the Jakarta EE Community day at EclipseCon• Deliver 2024 Marketing Plan• Create content targeting IT Decision Makers: develop the asset• Create content targeting IT Decision Makers to drive executive awareness: Launch and promotion campaign• Deliver 1-2 articles around the starter project• Deliver 1 video on updated specs• Refresh Jakarta EE Tutorials incrementally• Launch & promote the Jakarta EE Technical survey• 1 Tech Talk in Chinese per Q	<p>Ongoing Priorities</p> <ul style="list-style-type: none">- Implement/ Continue SEO efforts- Continue Promotional campaign around EE 11 planning- Increase Jakarta EE adoptions: members to help measure - REWORK this?- 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: <ul style="list-style-type: none"> ● 2022-09-01: use cases, configurations that are common and provide guidance ● 2023-04-20: Neil - start draft for outreach to IT Decision Makers ● 2023-07-13: Need help updating the components listed in the document at this link ● 2023-09-21: Neil - organize meetings with member orgs and committees re Beyond Jakarta EE 11 plans 	Completed: <ul style="list-style-type: none"> ● 2022-09-01: Investigate simulcast of Livestream to multiple platforms ● 2022-09-01: blockers for consumption of Jakarta EE ● 2023-06-01: Review platform video by 8 June ● 2023-04-20: Dominika - start revision of Datasheet for Tool vendors (update to Jakarta EE 10) ● 2023-06-01: Review the updates to the Tool Vendor datasheet (see item below) by June 15th meeting. ● 2023-06-15: Feedback on tutorial chapter ordering (link)
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Agenda	Minutes
General discussion (2mins)	-
Upcoming Meetings <ul style="list-style-type: none"> - October 5 - 11:00 am ET (SEO, Plan) - October 12 - 11:00 am ET October 19 - 11:00 am ET November 2 - 11:00 am ET - November 16 - 11:00 AM ET - November 30 - 11:00 AM ET 	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	November 7th meeting <ul style="list-style-type: none"> - Discussed the status of the JakartaOne Livestream events coming up, including December 5 (WW) and January 19 (Portuguese). Need vendor speaker signups. - Had a brief discussion on DevNexus and the Jakarta EE track - sessions being finalized. - 2024 Program Plan <ul style="list-style-type: none"> - Budget expected soon - Objective Planning next meeting <ul style="list-style-type: none"> - Emphasis on how are Goals have evolved - Shift attention to new work areas
2024 Planning	- Look at the draft budget from Eclipse Foundation

- Marketing Plan ([link](#))

2024 Events

- What do we want to do next year?
 - Track sponsorship?
 - Surround?
 - Other ideas?

- [2024 Conference sheet](#)



Approved Date:
Working Group Jakarta EE Budget
Calendar Year: 2024
Currency: USD

	2023	2024
Revenue		
Strategic Member Participation Fee Revenue	\$950,000	\$950,000
Participant/Enterprise Participation Fee Revenue	\$222,500	\$217,500
Sponsorships	\$0	\$0
Total Working Group Revenue	\$1,172,500	\$1,167,500
Expenses		
Program Management	\$150,000	\$150,000
Marketing Management	\$120,000	\$120,000
Developer Advocate	\$275,000	\$275,000
Dedicated Support	\$545,000	\$545,000
Content Developer	\$40,000	\$40,000
Devops Engineer & Support	\$50,000	\$50,000
Specification Process Management	\$50,000	\$50,000
Marketing Services	\$80,000	\$80,000
Web Development & Maintenance	\$20,000	\$20,000
Virtual Event Coordination	\$30,000	\$30,000
Shared Services	\$250,000	\$250,000
Marketing Budget	\$200,000	\$195,000
Events Support	\$0	\$11,500
Legal	\$15,000	\$15,000
Infrastructure	\$27,000	\$27,000
Crowdcast	\$2,000	\$0
Steering Committee Contingency	\$9,500	\$0
Program Spend	\$253,500	\$248,500
General and Administration	\$124,000	\$124,000
General and Administration	\$124,000	\$124,000
Total Expenses	\$1,172,500	\$1,167,500
Surplus / Loss	\$0	\$0

Notes:

1. Event support made up of contingency and crowdcast account

JakartaOne Livestream - regional

- Lock-in December 5 2023 as the global event
- Chinese in September
- Portuguese (January 19, 2024)
- Spanish - November
- Determine what regional events will be run and when

[2023 JakartaOne Livestream Report deck](#)

JakartaOne livestream in December: 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

[Social Kit to promote](#)

Notes:

- [Vendor sign-up sheet](#)
- Portuguese Livestream - [Postponed to 19 January](#)

	<ul style="list-style-type: none"> - Looking to possibly run 2 - one onsite in Brasil with more Jakarta EE content and then a follow up virtual one. - Main Livestream - December - GFP is open now- <ul style="list-style-type: none"> - Current registration 275 - please continue to promote (last year 704 total) - Theme this year, Jakarta Gingerbread cookie
<p>Jakarta EE Tutorial (link)- Exploring using Antora for formatting and user experience</p> <ul style="list-style-type: none"> o you can see the most recent build here: https://virtua-tech.github.io/jakartaee-tutorial-playbook/ o JIRA board: https://virtua.atlassian.net/jira/software/c/projects/JETU/T/boards/7 	<p>Notes:</p> <ol style="list-style-type: none"> 1. WebDev team working to make tutorial to go live on Jakarta EE domain. (github issue) 2. Need to review issues that have "Help wanted" and provide guidance.
<p>Content (Shabnam)</p> <p>Why Jakarta EE</p> <ul style="list-style-type: none"> - Video and page - Github issue <hr/> <ul style="list-style-type: none"> - Spec documents and video scripts - Starter Project <hr/> <ul style="list-style-type: none"> - Tech Talk- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks 	<p>Link to the issues created for the homepage banner update, starter guides page, learn page, content updates to the specs pages here: https://github.com/jakartaee/jakarta.ee/issues</p> <p>Starter Project:</p> <ul style="list-style-type: none"> - Review with Reza the new mockup and using the new look for the images. Any feedback from project teams? <p>Please review the mock-ups by 17 August and provide feedback so that we can share the final version with the Starter project team to provide their input</p> <ul style="list-style-type: none"> o 1. How to construct and consume a RESTful Web Service for review by 20 January o 2. How to store and retrieve data using Jakarta Persistence for review by 1 June o 3. How to start with Servlets / How to build Servlets o 4. How to use Jakarta Security / How to secure your application

	<p>Note:</p> <ul style="list-style-type: none"> - Should we have a tracking spreadsheet for content similar to the events spreadsheet <ul style="list-style-type: none"> - Content is tracked in the quarterly reports as well as in this section over time. - Given a smaller budget are we going to have some issues or challenges to support content objectives?
<ul style="list-style-type: none"> - Increase Jakarta EE adoptions: members to help measure - - - Jakarta EE Update - Member tracking spreadsheet (link) 	<p>Notes:</p> <ul style="list-style-type: none"> - Sonatype - can we gain access to some of the Maven Central data that is relevant to Jakarta EE? <ul style="list-style-type: none"> - Cesar to investigate the API to see what is possible.
<p>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:</p> <ul style="list-style-type: none"> • Target Java version 21 • Target GA date Q3 2024 • Priorities: <ul style="list-style-type: none"> • Unified APIs improving Developer Experience • New Specifications • Build on the Latest Java • Enable Community Contribution • Messaging document draft started and being updated by Ed Burns • Shabnam to share social kit • <p>These guidelines are provided to encourage a common community direction for Jakarta EE 11.”</p>	<p>Notes:</p> <p>Need to be smart about what we do to promote release 11 before the actual release</p> <p>Notes:</p> <ol style="list-style-type: none"> 1. Review Messaging Document and social kit for necessary updates.
<p>Jakarta EE Technical Survey</p> <ul style="list-style-type: none"> - Launch in June/July; keep open 	

<p>for 6 weeks.</p> <ul style="list-style-type: none"> - Focus on Beyond 11 - Need to build out questions. 	
<p>Jakarta EE - Beyond 11 (Neil)</p> <ul style="list-style-type: none"> • Start to brainstorm on directions we should take Jakarta EE • Involve Steering Committee, Platform team, Spec Committee, Marketing • Member contributors - have discussions within member organizations 	<p>Proposal put forward to Steering Committee and accepted. Document for discussion and ideation created - link</p> <p>Timeline:</p> <ul style="list-style-type: none"> - November/December - meetings being scheduled <ul style="list-style-type: none"> - IBM - Microsoft (Reza) - Oracle (Will, Ed, Melissa) - Payara (Dominika) - Tomitribe (Cesar) - Primeton (Eric) - Fujitsu (Yuichi) - Committers (Otavio) <p>Notes:</p>
<p>Email campaign to promote the blockers survey to Jakarta EE contacts</p> <ul style="list-style-type: none"> • 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 	<p>Report here</p> <p>Actions:</p> <p>— Need to assign an owner for these actions.</p> <ol style="list-style-type: none"> 1. Look at results and create 101 level content on the top issues 2. Take a pragmatic approach to the content - testimonials, how-to's, etc. 3. Get feedback from the China tech talk on the subject 4. Look at face-to-face event enablement and discussion area - onboarding at the event (stand at EclipseCon): <ol style="list-style-type: none"> a. We are working on booking some time slots from the Office Hours station at EclipseCon to accommodate this <p>Suggestions from Steering Committee:</p>

	<ol style="list-style-type: none">1. Marcin suggested leveraging JUGs reaching out to membership2. Repeating at Livestream would be beneficial3. Abraham wonders if an alternative contribution mechanism could be created (other than community mailing list) - how does one make "one suggestion" - for example, create a "contact us" form that posts email to community alias <p>Notes:</p> <ul style="list-style-type: none">- Is the effort to put the suggestion form in place more than the return would be?- Perhaps if we don't over-engineer it, it might help get some input that we would not get in other ways. Perhaps an email form.
<p>2023 - Events</p> <ul style="list-style-type: none">- JConf- JPrime- JNation sponsorship (June 6-7)- DevBCN- 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	<p>Note:</p> <p>EclipseCon review:</p>