

Jakarta EE Marketing Committee Meeting - April 20, 2023 (11:00 ET)

<p>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)</p> <p>David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects Q2 Priorities</p> <ul style="list-style-type: none">• Successfully host the Jakarta EE track at Devnexus, Atlanta• Promote Jakarta EE 11 messaging• Refresh Jakarta EE Tutorials incrementally• Create content targeting IT Decision: define concept and develop a framework• Deliver 1-2 articles around the starter project• Update tooling data sheet and create a HTML version• Explore program for expanding use of Jakarta EE in educational institutions• Deliver 1 video on updated specs• Email campaign to promote the blockers survey to Jakarta EE contacts• Build content for Specification pages (2-3 of main spec pages)• developing a framework for collaboration (participating in Hackathons, etc.) with JUGs to attract new contributors, committers,	<p>Ongoing Priorities</p> <ul style="list-style-type: none">- 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: <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 ● 2022-09-01: use cases, configurations that are common and provide guidance ● 2023-04-20: Neil - start draft for outreach to IT Decision Makers ● 2023-04-20: Dominika - start revision of Datasheet for Tool vendors (update to Jakarta EE 10) 	Completed:
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Agenda	Minutes
General discussion (2mins)	-
Upcoming Meetings <ul style="list-style-type: none"> - May 4 - 11:00 am ET - May 18 - 11:00 am ET 	
Approval of the previous mtg minutes (2 mins)	Approved (April 13th and March 30th)
Steering Committee - report	
2023 Jakarta EE Developer Survey <ul style="list-style-type: none"> ● Timeline ● 2023 Developer Survey Questions ● Translation of the survey to drive more participation from other communities? ● How to increase our reach? <ul style="list-style-type: none"> ○ Target participation of 2000 ○ 2022 Survey participation report 	<ul style="list-style-type: none"> ● Tracking Links - please use the one for your organization ● EF collector links: Survey result report as of 18 April: 1,286 Notes: <ul style="list-style-type: none"> - Completion rate - 100%
DevNexus Track <ul style="list-style-type: none"> - Track session selection spreadsheet - Devnexus Planning sheet - Metrics 	Notes: <p>Discuss feedback document and recommendations (link)</p>

<p>Create content targeting IT Decision: define concept and develop a framework</p>	<ul style="list-style-type: none"> - Kickoff working session this month (April 27 @ 11:00 am ET)
<p>Update tooling data sheet and create a HTML version (link)</p>	<ul style="list-style-type: none"> - Assign members to use the original version as a starting point for updating for Jakarta EE 10 support - The document that was used to generate the pdf file: https://docs.google.com/document/d/1yTqQawgdz7ogvKy_uZbB7sEbysv6Xy0TdksHNu7J_LU4/edit - Dominika to drive the kickoff review
<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>2023 Marketing Plan by quarter Approved marketing plan (link)</p> <ul style="list-style-type: none"> - Marketing plan by quarter (link) Shabnam 	<ul style="list-style-type: none"> • 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: <p>Translations into Chinese & Japanese</p> <p>1 Tech Talk in Chinese (virtual)</p>

	<ul style="list-style-type: none"> - 1400 views through the event - Eric and Emily delivered a talk - Emily Jakarta EE 10 and MP 6 talk - Eric - marketing and program plan <p>Quality of translations not that good, Chinese community to help with translations, working with Eric on this</p> <p>Japanese – ongoing , working with Yuichi and Kenji to review translations to ensure high quality</p> <ul style="list-style-type: none"> • 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 <p>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>
<p>2023 - Events</p> <ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - JConf Toronto in May - Are members attending? <ul style="list-style-type: none"> - Tanja - 2-3 IBMers - Payara Hackathon - completed, winners announced & will be working with Jakarta EE to share their examples <p>Notes:</p> <ul style="list-style-type: none"> - See the event list - need to have better picture of where we are sharing Jakarta EE <p>Tech Talk in Chinese (virtual - April 13)</p> <ul style="list-style-type: none"> - Based on Working group meeting content - 1400 views through the event - Eric and Emily delivered a talk - Emily Jakarta EE 10 and MP 6 talk - Eric - marketing and program plan - Next tech talk will have segment on how to contribute 😊

	<p>Would like to get recording and get team to promote (upload to Google drive and open issue to get it added to Jakarta EE Youtube channel)</p>
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - 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 	<p>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</p> <p>German livestream is not confirmed yet; possible for July but waiting on input.</p>
<p>Jakarta EE Technical Survey</p> <ul style="list-style-type: none"> - Proposed Timeline - Can we work with another org to integrate our desired questions into a broader survey? 	<p>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.</p> <p>Work with Omnifish ongoing (Shabnam to update the status)</p>
<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 	<hr/> <p>Translations</p> <ul style="list-style-type: none"> ● Chinese community will finalize the translations and swag will be shipped as an incentive to get more help-in discussion with Eric ● Japanese translations are being redone ● https://github.com/jakartaee/jakarta.ee/issues/1641 ● https://github.com/jakartaee/jakarta.ee/issues/1642 <p>Notes:</p> <ul style="list-style-type: none"> - 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:**
- **From Q2 goals: Build content for Specification pages (2-3 of main spec pages):**
 - The work on extracting content for spec pages has started
- **From Q2 goals: Deliver 1 video on updated specs**
 - The first video which is on Jakarta EE Platform is in works.
- 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

	<ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ● Jakarta EE Tutorial (link)-Technical writer provided a mind map for the project and is going to provide a detailed timeline by next week. ● Starter Project: ● Technical writer is resuming the work on article 2,3 and 4 now that the starter project has made a good progress ● 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. <ul style="list-style-type: none"> ○ 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 <p>Notes:</p> <ul style="list-style-type: none"> - Emily writing a blog on Jakarta EE and MP - practical uses
<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 Q1 2024 ● Priorities: <ul style="list-style-type: none"> ● Unified APIs improving Developer Experience ● New Specifications 	<p>Notes:</p> <ul style="list-style-type: none"> - Shabnam to share social kit <ul style="list-style-type: none"> - Please review, provide your input and then we can start to share it across our social channels. - It would be helpful for members to provide a rough set of data points around uptake of Jakarta EE versions for compatible products, especially around Jakarta EE 10

- Build on the Latest Java
- Enable Community Contribution

These guidelines are provided to encourage a common community direction for Jakarta EE 11.“