Jakarta EE Marketing Committee Meeting - February 8, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2Ilpp3NVwiFy0SlZEsq-wRZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

February 15 - 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)	**Eclipse Foundation:** Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
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Current Projects	Ongoing Priorities
Q1 Priorities ● Successfully host the Portuguese JakartaOne Livestream ● Deliver the 2024 developer survey ● Create a successful experience for Devnexus in April ● Create a Jakarta EE 11 Release MKT Plan ● Deliver 3 Jakarta EE dedicated articles in the EF community newsletters in Q1 ● Focus on Asia market: ● 1 Tech Talk in Chinese ● Deliver 1 Jakarta EE Spec video (Jakarta Persistence) ● Website improvements e.g. Learn page, spec pages, etc	-
Action Items: ● **2023-07-13:** Need help updating the components listed in the document at this link ● **2023-11-30:** Brainstorm ways to recognize organizers of JakartaOne Livestream events	**Completed:** ● **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)** ● **2023-09-21: Neil - organize meetings with member orgs and committees re Beyond Jakarta EE 11 plans** ●

Agenda	Minutes
General discussion **(2mins)**	-
Upcoming Meetings - February 22	

- March 7	
Approval of the previous mtg minutes **(2 mins)**	

Steering Committee - report	- Brief review of the new (**OCX**) Event format
	- Jakarta EE 11 update and Java 17-21 issue
	    - Vote passed - will have support for both
	- Create a Sponsorship program for Jakarta EE WG
	    - Need to determine how to promote once the details are available.

2024 Jakarta EE Developer Survey	Timeline link
	-Confirm which communities are interested in translating the questions
	- Portuguese translation confirmed
	-Draft 2024 questions - conclusion needed
	
	Notes:
	2024-02-15
	    - Resolved that we would not include any MP questions in this survey but begin the work shortly with the MP Marketing team on the new Technical Survey
	    - Resolved to keep the majority of the questions as they are to ensure relationship with previous years results are easily understood and articulated in the report - recommended by AR/PR team
	
	2024-02-08
	    - Reza - MP WG would like to have their own survey or add questions to this one?
	        - Reza to send email to MP WG requesting comments and add relevant comments into the survey document.
	        - All comments to be reviewed by Marketing Committee on February 15
	    - Current survey - launching March 8; tight timeline
	        - Want to keep around 24 questions
	        - Need time to translate

2024 Events
- **What do we want to do next year?**
    - **Track sponsorship?**
    - **Surround?**
    - **Other ideas?**
	- 2024 Conference sheet
	Tanja - looking at smaller meetup events with JUGs
	
	DevNexus - see planning sheet
	Booth sign-up Sheet

	[OCX](#) - Information on this new event format
	  ● Save-the-date is live via this [link](#).
	  ● The name of the Java event is **Open Code for Java**
	  ● Sponsor prospectus can be found via the above link or [here](#).
	
	Jakarta Tech Talk

JakartaOne Livestream - regional
  - Portuguese (January 19, 2024)
  - Determine what regional events will be run and when
	[2023 JakartaOne Livestream Report deck](#)
	
	2024 JakartaOne Livestreams
	
	  - Look to the communities for their tentative dates so we can plan out the calendar for the year.
	    - Chinese?
	    - Spanish?
	    - Japanese?

Jakarta EE 11 release marketing plan
  ● [Jakarta EE 11 messaging doc](#)
  ● [Jakarta EE release marketing plan](#)
	Notes:

Content (Shabnam)
 	
Why Jakarta EE
  - [Video](#) and [page](#)
  - [Github issue](#)
 	
———————————————————————
 	
  - Spec documents and video scripts
  - Starter Project
———————————————————————
 	
  - **Tech Talk-**
    - **[Sign up sheet](#)**
    - **[Sign up sheet](#)** result
    - **[Scheduled talks](#)**
	● **learn page (live) is being updated by Specification guides and video guides**
	● **content updates to the specs pages issues** here:
	
	https://github.com/jakartaee/jakarta.ee/issues
	
	  - [The second video that is about "Jakarta RESTful web service"](#) is live and being promoted with over 350 views
	  - **20k+ views as of Feb 7**
	    - Running YouTube since 17 Jan, $200+ spend so far
	
	  - **Started working on a new video: Jakarta Persistence**
	    - **Working to condense the Video script**
	  - We are creating an **infographic of the 2023 Jakarta EE Survey**

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<td>report to promote leading up to the release of 2024 Jakarta EE Developer survey
    - Is created and being added to the website

New: Eclipse Community Content Preferences Survey 2024:
https://www.surveymonkey.com/r/QSV9G6X

Note:
    - Marketing plan 2024 has the content plan per quarter</td>
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<td>- Increase Jakarta EE adoptions: members to help measure -
-
- **Jakarta EE Update - Member tracking spreadsheet (link)**</td>
<td>Notes:
    - Sonatype - can we gain access to some of the Maven Central data that is relevant to Jakarta EE?
        - Cesar to investigate the API to see what is possible.</td>
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<td>**Jakarta EE Technical Survey**
- Launch in June/July; keep open for 6 weeks.
- Focus on Beyond 11
- Need to build out questions.</td>
<td>● The first draft of the survey questions
● **Please review by 22 Feb**
● **Feedback will be discussed at the 22 Feb meeting**
● **The next step is to share the questions with project teams to review and provide feedback**
Notes:
    - Please provide initial reviews on the content of the survey. It is an early draft.
    - Questions related to the Beyond Jakarta EE 11 work will be added before the survey is done.
    - Potential to add content about MicroProfile</td>
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<td>**Jakarta EE - Beyond 11 (Neil)**
● 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</td>
<td>Proposal put forward to Steering Committee and accepted.
Document for discussion and ideation created - link
Timeline:
    - November/December - meetings being scheduled
        - IBM
        - Microsoft (Reza)
        - Oracle (Will, Ed, Melissa)
        - Payara (Dominika)
        - Tomitribe (Cesar)
        - Primeton (Eric)
        - Fujitsu (Yuichi)
        - Committers (Otavio)
Notes:</td>
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	- Neil to send out an email outlining the possible creation of an Interest Group to support forward looking activity for the Jakarta EE Working Group - Neil to consolidate the input in the Beyond Jakarta EE 11 document and send out an update with an initial set of priorities.
2024 Planning - **Marketing Plan (link)**	- Looking at the breakdown into quarterly goals - Marketing plan 2024 has the content plan per quarter