

## Jakarta EE Marketing Committee Meeting - January 25, 2024 (11:00 ET)

[https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC\\_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000](https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZESq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000)

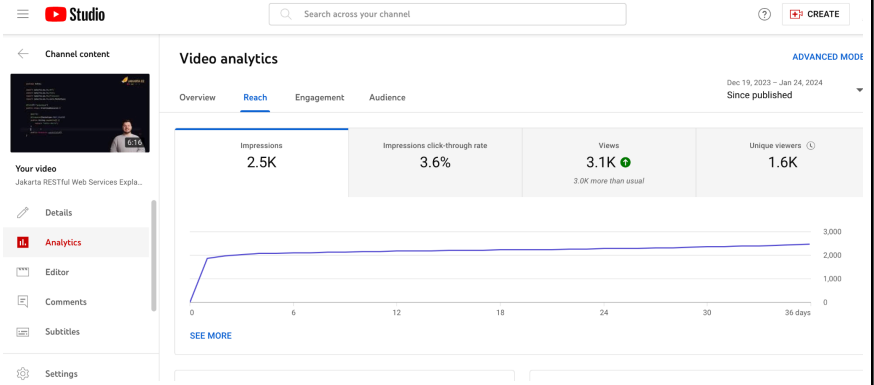
<p><b>Attendees:</b> Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Princeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep)</p>	<p><b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p><b>Current Projects</b> Q1 Priorities</p>	<p><b>Ongoing Priorities</b> -</p>

<b>Action Items:</b> <ul style="list-style-type: none"> <li>● <b>2022-09-01:</b> use cases, configurations that are common and provide guidance</li> <li>● <b>2023-04-20:</b> Neil - start draft for outreach to IT Decision Makers</li> <li>● <b>2023-07-13:</b> Need help updating the components listed in the document at this <a href="#">link</a></li> <li>● <b>2023-11-30:</b> Brainstorm ways to recognize organizers of JakartaOne Livestream events</li> </ul>	<b>Completed:</b> <ul style="list-style-type: none"> <li>● <b>2022-09-01:</b> Investigate simulcast of Livestream to multiple platforms</li> <li>● <b>2022-09-01:</b> blockers for consumption of Jakarta EE</li> <li>● <b>2023-06-01:</b> <a href="#">Review platform video</a> by 8 June</li> <li>● <b>2023-04-20:</b> Dominika - start revision of Datasheet for Tool vendors (update to Jakarta EE 10)</li> <li>● <b>2023-06-01:</b> Review the updates to the Tool Vendor datasheet (see item below) by June 15th meeting.</li> <li>● <b>2023-06-15:</b> Feedback on tutorial chapter ordering (<a href="#">link</a>)</li> <li>● <b>2023-09-21:</b> Neil - organize meetings with member orgs and committees re Beyond Jakarta EE 11 plans</li> <li>●</li> </ul>
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Agenda	Minutes
General discussion (2mins)	-
Upcoming Meetings <ul style="list-style-type: none"> <li>- February 8</li> <li>- February 22</li> </ul>	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> <li>- Reviewed livestream results and registrations, December and Portugal</li> <li>- Reviewed Jakarta EE 11 status <ul style="list-style-type: none"> <li>- Move to Java 17 as the base and the process used to approve it was discussed</li> </ul> </li> <li>- Reviewed activity supporting DevNexus 2024</li> </ul>
<b>2024 Planning</b> <ul style="list-style-type: none"> <li>- <b>Marketing Plan (<a href="#">link</a>)</b></li> </ul>	<ul style="list-style-type: none"> <li>- Looking at the breakdown into quarterly goals</li> <li>- <a href="#">Marketing plan 2024 has the content plan per quarter</a></li> </ul>
<b>2024 Jakarta EE Developer Survey</b>	<a href="#">Timeline link</a> -Confirm which communities are interested in translating the questions

	<ul style="list-style-type: none"> <li>- Portuguese translation confirmed</li> <li>- <a href="#">Draft 2024 questions</a> for review by 25 Jan</li> </ul>
<p><b>2024 Events</b></p> <ul style="list-style-type: none"> <li>- <b>What do we want to do next year?</b> <ul style="list-style-type: none"> <li>- Track sponsorship?</li> <li>- Surround?</li> <li>- Other ideas?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">2024 Conference sheet</a></li> </ul> <p>Tanja - looking at smaller meetup events with JUGs</p> <p><b>DevNexus</b> - see <a href="#">planning sheet</a>  <a href="#">Booth sign-up Sheet</a>  <a href="#">Social Kit to promote the event</a></p> <p><b>OCX</b> - heads up</p> <ul style="list-style-type: none"> <li>• Save-the-date is live via this <a href="#">link</a>.</li> <li>• The name of the Java event is <b>Open Code for Java</b></li> <li>• Sponsor prospectus can be found via the above link or <a href="#">here</a>.</li> </ul> <p>Jakarta Tech Talk</p>
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> <li>- Portuguese (January 19, 2024)</li> <li>- Determine what regional events will be run and when</li> </ul>	<p><a href="#">2023 JakartaOne Livestream Report deck</a></p> <p><b>2024 JakartaOne Livestreams</b></p> <ul style="list-style-type: none"> <li>- Portuguese Event: Great success with over 550 registration and 100+ live attendees each session</li> <li>- Look to the communities for their tentative dates so we can plan out the calendar for the year.</li> </ul>
<p><b>Content (Shabnam)</b></p> <p>Why Jakarta EE</p> <ul style="list-style-type: none"> <li>- <a href="#">Video</a> and <a href="#">page</a></li> <li>- <a href="#">Github issue</a></li> </ul> <hr/> <ul style="list-style-type: none"> <li>- Spec documents and video scripts</li> <li>- Starter Project</li> </ul> <hr/> <ul style="list-style-type: none"> <li>- <b>Tech Talk-</b> <ul style="list-style-type: none"> <li>- <a href="#">Sign up sheet</a></li> <li>- <a href="#">Sign up sheet</a> result</li> </ul> </li> </ul>	<p>homepage banner update (live),  starter guides page (live),  learn page (live),  content updates to the specs pages issues here:</p> <p><a href="https://github.com/jakartaee/jakarta.ee/issues">https://github.com/jakartaee/jakarta.ee/issues</a></p> <ul style="list-style-type: none"> <li>- <a href="#">The second video that is about "Jakarta RESTful web service"</a> is live and being promoted with over 350 views</li> </ul>

- [Scheduled talks](#)



- **Started working on a new video: Jakarta Persistence**
- We are creating an **infographic of the 2023 Jakarta EE Survey** report to promote leading up to the release of 2024 Jakarta EE Developer survey
  - [Is created and being added to the website](#)

Note:

- [Marketing plan 2024 has the content plan per quarter](#)

- Increase Jakarta EE adoptions: members to help measure -
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- **Jakarta EE Update - Member tracking spreadsheet ([link](#))**

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.

**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 Q3 2024
- Priorities:
  - Unified APIs improving Developer Experience
  - New Specifications
  - Build on the Latest Java
  - Enable Community Contribution

Notes:

**Need to be smart about what we do to promote release 11 before the actual release**

Notes:

1. Review Messaging Document and social kit for necessary updates.

Current pages live that we can promote for milestone 1.

Jakarta EE 11 Platform Project ([link](#))

- Milestone 1 ([link](#))

<ul style="list-style-type: none"> <li>• <a href="#">Messaging document</a> draft started and being updated by Ed Burns</li> <li>• <a href="#">Shabnam to share social kit</a></li> <li>• </li> </ul> <p>These guidelines are provided to encourage a common community direction for Jakarta EE 11.“</p>	
<p><b>Jakarta EE Technical Survey</b></p> <ul style="list-style-type: none"> <li>- Launch in June/July; keep open for 6 weeks.</li> <li>- Focus on Beyond 11</li> <li>- Need to build out questions.</li> </ul>	<p><a href="#">The first draft of the survey questions</a></p> <p>Notes:</p> <ul style="list-style-type: none"> <li>- Please provide initial reviews on the content of the survey. It is an early draft.</li> <li>- Questions related to the Beyond Jakarta EE 11 work will be added before the survey is done.</li> </ul>
<p><b>Jakarta EE - Beyond 11 (Neil)</b></p> <ul style="list-style-type: none"> <li>• Start to brainstorm on directions we should take Jakarta EE</li> <li>• Involve Steering Committee, Platform team, Spec Committee, Marketing</li> <li>• Member contributors - have discussions within member organizations</li> </ul>	<p>Proposal put forward to Steering Committee and accepted. Document for discussion and ideation created - <a href="#">link</a></p> <p>Timeline:</p> <ul style="list-style-type: none"> <li>- November/December - meetings being scheduled <ul style="list-style-type: none"> <li>- IBM</li> <li>- Microsoft (Reza)</li> <li>- Oracle (Will, Ed, Melissa)</li> <li>- Payara (Dominika)</li> <li>- Tomitribe (Cesar)</li> <li>- Primeton (Eric)</li> <li>- Fujitsu (Yuichi)</li> <li>- Committers (Otavio)</li> </ul> </li> </ul> <p>Notes:</p> <ul style="list-style-type: none"> <li>- 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</li> <li>- Neil to consolidate the input in the Beyond Jakarta EE 11 document and send out an update with an initial set of priorities.</li> </ul>