Jakarta EE Marketing Committee Meeting - December 15, 2022 (11:00 ET)

Attendees:	**Eclipse Foundation:**
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)	Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Projects Q4 Priorities - 2023 Planning - Launch the technical survey on specification direction for Jakarta EE - Deliver the report of the technical survey on specification direction for Jakarta EE - Hold & promote the annual JakartaOne Livestream 2022 - Create blog series on Jakarta EE Specs in November Community Newsletter - Deliver why Jakarta EE video - Giveaways to reward top committers and contributors Ongoing Priorities - Collateral Repository - 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: ● **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**	**Completed:** ● 2021-09-16: Update testimonial quotes from members for (250 characters max) site NOW!!! (add directly to github issue) ● 2021-09-30: Review and provide input on overarching theme and strategy for 2022 planning - Plan due Nov 1. ● 2021-09-30: Promote JakartaOne Livestream event (All) ● 2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All) ● 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam) ● **2022-02-03: Promote launch of eBook (all)** ● **2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)** ● **2022-03-03: Promote Developer Survey (All)** ● **2022-05-26: Look at creating representative images as well as updated branding guidelines to ensure confusion is limited (Neil)** ● 2021-07-08: Set up tech talk for website update (Chris to deliver) ● **2022-03-31: Jakarta EE 10 Launch (All)** ●

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - January 12 - 11:00 a.m. ET - January 26 - 11:00 a.m. ET	
Approval of the previous mtg minutes **(2 mins)**	Approved
Steering Committee - report	- Reviewed JakartaOne Livestream report (we will do so later) - Brief discussion on the DevNexus track and initial session selection as well as the need to promote through member channels once the agenda is available. A social kit will be provided

	- Discussed the need or lack thereof for industry specific livestream events - Reviewed Q4 objectives and results (link) - Talked about when the Jakarta EE 11 narrative will be available. There will be a survey/ballot for the actual desired release date
2023 Planning - Approved marketing plan (link) - Marketing Budget (link)	1. Breakdown the goals into quarterly goals and actions a. Add to the program plan (next year) 2. Neil to draft the breakdown into quarters and send out for review
JakartaOne Livestream review (document) - Should we have events with specific industry focus in 2023? - Look at target audience and opportunities	- Emily - watched much of the day - One issue, Crowdcast seemed to freeze at times - Interactive sessions, with short videos between sessions was better than previous years - As a speaker, the Zoom onboarding was much easier than Crowdcast - Data - Unable to track specific session attendance unlike previous years - Replays on youtube historically get a lot of views - Caesar - Perhaps look at Streamyard or another platform for production
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	 ● Tanja - waiting to hear from organizers confirming that they don't intend to change talk tracks ● Looking to see what Jakarta EE talks have already been accepted in other tracks ● Should we include Jakarta EE talks from other tracks that are not selected in our deliberations for the next 5 talks?
2023 - Events - What events are members planning on	- Add your events into the spreadsheet

sponsoring? - Event list - Please add events that are focused on decision makers and industry verticals	

Jakarta EE Tutorial (link)
- Is this a priority for 2023?
- If so, need to determine how we surface this externally and get the right resources
-
	- Emily
	  - Chinese community want to have this translated - needs to be updated to support this
	- Focus on making the tutorial built around release 10
	- Agree that it is worth the investment.
	- Next steps
	  - Announce on mailing lists as a funded opportunity and look for proposals

Jakarta EE Technical Survey
- Is this still a priority for 2023?
- Can we work with another org to integrate our desired questions into a broader survey?
	- Initial response - yes, still a survey we should do
	- Combine into Omnifish survey
	  - Theirs is open to all but ours tends to be more targeted.
	- Is there another org we should consider
	  - Send over representative survey requests to Shabnam for consideration
	- Get a larger audience and then use remaining funds for a report that covers the results
	- If we do our own survey we can translate into priority languages

JakartaOne Livestream - regional - Lock-in December 5 2023 as the global event - Determine what regional events will be run and when	

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**

Why Jakarta EE page and video went live from yesterday.

- Explanation write-up on 7 specs has started, video scripts will be extracted from those write ups
  - Jakarta EE Platform write-up for review by 17 Nov
  - Jakarta EE Platform Video Script for review by 17 Nov
  - **Jakarta Concurrency write-up for review by Dec 23**
- Translations-webdev+community members asked for markdown files for easier implementation. It is hard to exactly pinpoint the pages that we listed to be translated to the markdown files. After discussions with Chris, Shabnam shared the files that Chinese community used to translate first
-
- Starter Project:
- technical writer starter 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
  - 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