

Jakarta EE Marketing Committee Meeting - April 18, 2024 (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) Chiara Civardi (Payara) Eric Meng (Primeton) 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>Q1 Priorities</p> <ul style="list-style-type: none">• Successfully host the Portuguese JakartaOne Livestream• Deliver the 2024 developer survey• Create a successful experience for Devnexus in April-Done• Create a Jakarta EE 11 Release MKT Plan• Deliver 2 Jakarta EE dedicated articles in the EF community newsletters in Q1-Done• Focus on Asia market:<ul style="list-style-type: none">◦ 1 Tech Talk in Chinese• Deliver 1 Jakarta EE Spec video (Jakarta Persistence)-Done• Website improvements e.g. Learn page, spec pages, etc- Done <p>Q2 Priorities</p> <ul style="list-style-type: none">• Successfully host the Jakarta EE track at Devnexus, Atlanta• Finalize and start executing the Jakarta EE 11	<p>Ongoing Priorities</p> <ul style="list-style-type: none">- Shabnam provided a DevNexus report (see link below).- Discussion about presentation.- Booth placement was good and all the materials looked really good. Kudos to the Eclipse logistics and staff. Thank you from the working group!- Reza provided some commentary<ul style="list-style-type: none">- Improvements – DevNexus isn't terribly Enterprise Java (Jakarta EE) centered. There is a lot of Spring presence. Jakarta EE sessions were not as well attended as the Spring centric sessions.- Content must be tailored to the attendee interests.- Must address current issues of interest (Cloud, AI, CNCF, ...)- Strengths of Jakarta EE – Portability, Performance, Stability.- Maybe host forums or point-point challenges- Recommends hybrid style sessions. Pull in with a current topic, and also show how the working group and platform can benefit- Suggests checking with the organizers to

<p>release MKT Plan</p> <ul style="list-style-type: none"> ○ Content ○ PR & AR preparedness <ul style="list-style-type: none"> ● Deliver 1 technical video on updated specs ● Finalize the Technical survey questions ● Website improvements e.g. Learn page, spec pages, etc 	<p>determine what, if anything they could help us with to refine our content.</p> <ul style="list-style-type: none"> - Tanya – issues with namespace changes seem to be resonating and this is demonstrating the reliance/dependency of other frameworks, like Spring, on the components that comprise Jakarta EE. Could do a better job tying all the technologies and components together in productive ways. Naming the sessions (and summary/abstract) are crucial to getting attendees to consider / actually attend your session. EE 11 talk was well attended. Believe that it was based on topic/name/summary. Focus on how the technology can be used to solve problems. - Emily concurs with the previous comments. As well, she pointed out that the Jakarta track seems to be placed in a far corner of the conference and there is lots of active competition for attendees. This may be a function of pre-conference feedback/sign-up or organizer expectations – Location, location, location. Perhaps consider salting EE talks into other tracks. Toward the end of the sessions, the number of competing talks diminished so attendance would likely go up. Also, no booths. End of the conference sessions had a built-in advantage. - Will we get more details on sessions/attendance? Perhaps a list of most attended sessions so we can determine how to refine our content for the attendee matrix. Tanya reported that AI was a barn burner. Some speakers are also sought out.
<p>Action Items:</p> <ul style="list-style-type: none"> ● 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 	<p>Completed:</p> <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)

	<ul style="list-style-type: none"> ● 2023-09-21: Neil - organize meetings with member orgs and committees re Beyond Jakarta EE 11 plans ●
--	--

Agenda	Minutes																																																																																																																																											
General discussion (2mins)																																																																																																																																												
Upcoming Meetings <ul style="list-style-type: none"> - April 18 (Neil away) - April 25 (Tech Survey working) 	Ed will chair the 18th																																																																																																																																											
Approval of the previous mtg minutes (2 mins)																																																																																																																																												
Steering Committee - report	<p>Meeting was short last week. Please review the minutes if you have questions (add link).</p> <ul style="list-style-type: none"> ● EE 11 dates seem to be on track ● Messaging documents and release/announcement material will be developed. 																																																																																																																																											
2024 Jakarta EE Developer Survey	<p>Timeline link</p> <p>Notes: 823 responses as of 15 April, we are behind last year's results of 1135</p> <p>Members:</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Date 2024</th> <th>15 April</th> <th colspan="2"></th> </tr> </thead> <tbody> <tr> <td>Location</td> <td>823</td> <td>Date</td> <td>11 April</td> <td>18 April</td> </tr> <tr> <td>Member Companies</td> <td>95</td> <td>Location</td> <td>1135</td> <td>1286</td> </tr> <tr> <td>IBM</td> <td>4</td> <td>Member Companies</td> <td>145</td> <td>156</td> </tr> <tr> <td>Microsoft</td> <td></td> <td>IBM</td> <td>10</td> <td>11</td> </tr> <tr> <td>Payara</td> <td>1</td> <td>Microsoft</td> <td>12</td> <td>13</td> </tr> <tr> <td>Oracle</td> <td></td> <td>Payara</td> <td>7</td> <td>7</td> </tr> <tr> <td>Tomitribe</td> <td></td> <td>Oracle</td> <td>5</td> <td>13</td> </tr> <tr> <td>Fujitsu</td> <td>9</td> <td>Tomitribe</td> <td>0</td> <td>0</td> </tr> <tr> <td>Primeton</td> <td>81</td> <td>Fujitsu</td> <td>28</td> <td>28</td> </tr> <tr> <td></td> <td></td> <td>Primeton</td> <td>83</td> <td>84</td> </tr> </tbody> </table> <table border="1" style="width: 100%;"> <thead> <tr> <th>Date 2024</th> <th colspan="2">11 April</th> <th colspan="2">18 April</th> </tr> </thead> <tbody> <tr> <td>Date</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Translation Link</td> <td>https://www.survy.com/</td> <td>3</td> <td>4</td> <td></td> </tr> <tr> <td>Chinese Community Translation Link</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CVICSE</td> <td>https://www.surveymonkey.com/r/</td> <td>15</td> <td></td> <td></td> </tr> <tr> <td>Apusic</td> <td></td> <td>77</td> <td>78</td> <td></td> </tr> <tr> <td>AsianInfo</td> <td>https://www.surveymonkey.com/r/</td> <td>114</td> <td>114</td> <td></td> </tr> <tr> <td>TongTech</td> <td></td> <td>15</td> <td>15</td> <td></td> </tr> <tr> <td>Portuguese Community Translation Link</td> <td>https://www.surveymonkey.com/r/</td> <td>1</td> <td>2</td> <td></td> </tr> <tr> <td>Spanish Community Translation Link</td> <td>https://www.surveymonkey.com/r/</td> <td>2</td> <td>3</td> <td></td> </tr> <tr> <td>Chinese Community Translation Link</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CVICSE</td> <td>https://www.surveymonkey.com/r/</td> <td></td> <td></td> <td>2</td> </tr> <tr> <td>Apusic</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>AsianInfo</td> <td>https://www.surveymonkey.com/r/</td> <td></td> <td></td> <td>24</td> </tr> <tr> <td>TongTech</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Portuguese Community Translation Link</td> <td>https://www.surveymonkey.com/r/</td> <td></td> <td></td> <td>1</td> </tr> <tr> <td>Spanish Community Translation Link</td> <td>https://www.surveymonkey.com/r/</td> <td></td> <td></td> <td>12</td> </tr> </tbody> </table> <ul style="list-style-type: none"> - All collector links are here. - Social kit to promote - Translations are being added to survey monkey - Draft 2024 questions 	Date 2024	15 April			Location	823	Date	11 April	18 April	Member Companies	95	Location	1135	1286	IBM	4	Member Companies	145	156	Microsoft		IBM	10	11	Payara	1	Microsoft	12	13	Oracle		Payara	7	7	Tomitribe		Oracle	5	13	Fujitsu	9	Tomitribe	0	0	Primeton	81	Fujitsu	28	28			Primeton	83	84	Date 2024	11 April		18 April		Date					Translation Link	https://www.survy.com/	3	4		Chinese Community Translation Link					CVICSE	https://www.surveymonkey.com/r/	15			Apusic		77	78		AsianInfo	https://www.surveymonkey.com/r/	114	114		TongTech		15	15		Portuguese Community Translation Link	https://www.surveymonkey.com/r/	1	2		Spanish Community Translation Link	https://www.surveymonkey.com/r/	2	3		Chinese Community Translation Link					CVICSE	https://www.surveymonkey.com/r/			2	Apusic					AsianInfo	https://www.surveymonkey.com/r/			24	TongTech					Portuguese Community Translation Link	https://www.surveymonkey.com/r/			1	Spanish Community Translation Link	https://www.surveymonkey.com/r/			12
Date 2024	15 April																																																																																																																																											
Location	823	Date	11 April	18 April																																																																																																																																								
Member Companies	95	Location	1135	1286																																																																																																																																								
IBM	4	Member Companies	145	156																																																																																																																																								
Microsoft		IBM	10	11																																																																																																																																								
Payara	1	Microsoft	12	13																																																																																																																																								
Oracle		Payara	7	7																																																																																																																																								
Tomitribe		Oracle	5	13																																																																																																																																								
Fujitsu	9	Tomitribe	0	0																																																																																																																																								
Primeton	81	Fujitsu	28	28																																																																																																																																								
		Primeton	83	84																																																																																																																																								
Date 2024	11 April		18 April																																																																																																																																									
Date																																																																																																																																												
Translation Link	https://www.survy.com/	3	4																																																																																																																																									
Chinese Community Translation Link																																																																																																																																												
CVICSE	https://www.surveymonkey.com/r/	15																																																																																																																																										
Apusic		77	78																																																																																																																																									
AsianInfo	https://www.surveymonkey.com/r/	114	114																																																																																																																																									
TongTech		15	15																																																																																																																																									
Portuguese Community Translation Link	https://www.surveymonkey.com/r/	1	2																																																																																																																																									
Spanish Community Translation Link	https://www.surveymonkey.com/r/	2	3																																																																																																																																									
Chinese Community Translation Link																																																																																																																																												
CVICSE	https://www.surveymonkey.com/r/			2																																																																																																																																								
Apusic																																																																																																																																												
AsianInfo	https://www.surveymonkey.com/r/			24																																																																																																																																								
TongTech																																																																																																																																												
Portuguese Community Translation Link	https://www.surveymonkey.com/r/			1																																																																																																																																								
Spanish Community Translation Link	https://www.surveymonkey.com/r/			12																																																																																																																																								

	<p>Discussion: need more promotional help from committee members. Eric reports substantial promotional effort on his part, just recently. Thank you Eric! Hoping to get more member association/connections engaged in promotional materials</p>
<p>2024 Events</p> <ul style="list-style-type: none">- What do we want to do next year?<ul style="list-style-type: none">- Track sponsorship?- Surround?- Other ideas?	<ul style="list-style-type: none">- 2024 Conference sheet <p>DevNexus - see planning sheet,</p> <ul style="list-style-type: none">● Devnexus report <p>Booth sign-up Sheet Social Kit to promote the event (see notes above)</p> <p>JCON Booth Opportunity:</p> <ul style="list-style-type: none">● May 14-16● Free EF Booth in exchange of promoting the event in EF Community newsletter and social channels● 200 Free EF member tickets● Booth sign up sheet <p>Reach out to Shabman for more details. Reza suggests reachout to the EE community lists and try to engage the community directly. Reza to send e-mail to Ambassadors. Tanja e-mail to the Jakarta Community list. Tanja will send a note. Others can amplify as they are able.</p> <p>OCX - Information on this new event format</p> <ul style="list-style-type: none">● 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.● CFP is now open. Here are the topics for Open Community for Java. please submit talks:<ul style="list-style-type: none">Open Java runtimes: Enterprise-ready, Secured and Verified Runtimes and vendor-neutral JDK initiatives for use across the Java ecosystem, including use cases.<ul style="list-style-type: none">JVM and other virtual machines Runtimes (Eclipse Temurin, ...)Testing and Quality measures for OpenJDK distributions (AQAvit)Security Supply chain: SBOM, SSDF, SLSA

Java Version Migration tools

Mission Control

Enterprise Case studies and success stories using Temurin, and other Adoptium projects.

Enterprise Java Standards and Frameworks:

Java Frameworks and standards, with industry leaders and innovators' insights into implementations and real-world impacts.

Jakarta EE

MicroProfile

Implementations

Spring and Jakarta EE relationship

Specifications and TCKs.

Industry Use Cases

Java SE topics: Delve into the latest updates for Core APIs shaping and the Java Standard Edition.

Virtual Threads

Valhalla, Panama, Amber, ...

Pattern-Matching

Records, Textblocks, ...

Topics related to Cloud Platforms: Explore cloud-native development, where innovative technologies redefine the landscape of software deployment and scalability.

Containers

Microservices

Eclipse JKube

Orchestration

Other related topics: Emerging trends and transformative solutions converge to shape the future of open source Java.

Emerging technologies.

Architecture

Methodology

Best Practices

Program committee is being formed to manage the event.

Cop Open Community Experience – Open Community for Java

CFP open through end of May – [CFP Link](#)

	<p>Jakarta Tech Talk</p> <ul style="list-style-type: none"> - Eric - 2 tech talks planned <ul style="list-style-type: none"> - March 28 (Chinese community) - 3Q F2F event (Beijing)
<p>Jakarta EE Technical Survey</p> <ul style="list-style-type: none"> - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full stack Java - Need to build out questions. 	<ul style="list-style-type: none"> • The first draft of the survey questions • Feedback required by April 25, 2024 <p>Notes:</p> <ul style="list-style-type: none"> - Final working session planned for April 25th to review all the input.
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Portuguese (January 19, 2024) - Determine what regional events will be run and when 	<p>2023 JakartaOne Livestream Report deck</p> <p>2024 JakartaOne Livestreams</p> <ul style="list-style-type: none"> - Look to the communities for their tentative dates so we can plan out the calendar for the year. <ul style="list-style-type: none"> - Chinese- September 26th. - Spanish? - Japanese-will be confirmed by April, most probably July-August
<p>Jakarta EE 11 release marketing plan</p> <ul style="list-style-type: none"> • Jakarta EE 11 messaging doc • Jakarta EE release marketing plan 	<p>Notes:</p> <ul style="list-style-type: none"> - We need help from steering committee to finalize the key technical messaging to start working on the release page, release videos and other promotional materials for EE 11. - Email request sent to Ed for action on document update (Feb 21) and again (March 6) - Milestone 2 related Devnexus presentation (Ivar) -
<p>Content (Shabnam)</p>	<ul style="list-style-type: none"> • Working on creating a sponsorship page

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](#)

- [Is now live](#)
- **Finalizing video: Jakarta Persistence**
 - [Video is ready](#), we are planning to launch early next week
- **EF March Newsletter: [published](#)**
- **April newsletter:**
 - Featured committer will be Ed Burns (Microsoft)
- **Youtube ads for [Platform video](#) 782k views from only 1.7k before the ads on April 16**
- [The second video that is about "Jakarta RESTful web service"](#) is live and being promoted with over 350 views **102k+ views as of 16 April**
- **We are running ads on How to Contribute (218k views), become a commiter (188k views) and Why Jakarta EE videos (112k views)**

- **Working on a community recognition card**
- **learn page (live) is being updated by Specification guides and video guides: [updated design](#)**
- **content updates to the specs pages issues here:**

<https://github.com/jakartaee/jakarta.ee/issues>

Note:

- Can we use the GitHub repo or content views on social popularity to determine what video/learning content to create next?
- Let's look at the CTA options for the videos to drive greater engagement. E.g. tutorials, starter

Jakarta EE – Future Vision Initiative
[was: Beyond Jakarta EE 11]

The [working document](#) has been updated/replaced with a new one that better organizes the material, defines the steps and status of each, and provides some guidance on the responsibilities for the various ideas that were generated. From the [document](#), the following outlines these steps and progress.

1. [Complete] Brainstorm about directions we should take Jakarta EE after release 11 is out. This will involve working sessions with the Steering Committee, Spec Committee, Marketing Committee and member organizations.

	<ol style="list-style-type: none"> 2. [Complete] Generate a working document that will influence the next generation of specs, messaging, content, and more. 3. [In Progress] Integrate top ideas into the technical survey to gather feedback. 4. [In Progress] Deliver specification and working group recommendations to relevant committees. 5. [In Progress] Form an interest group (Name TBD) to prioritize and explore the topics in greater detail, especially those beyond the typical Jakarta EE scope. Initial participation interest: Microsoft, Payara, IBM, Oracle. Tomitribe
<p>2024 Planning</p> <ul style="list-style-type: none"> - Marketing Plan (link) 	<ul style="list-style-type: none"> - Looking at the breakdown into quarterly goals - Marketing plan 2024 has the content plan per quarter
<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.