

## Jakarta EE Marketing Committee Meeting - October 5, 2023 (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></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) 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></p> <p>Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p> <p>Other: Kristy Smith</p>
<p><b>Current Projects</b></p> <p>Q4 Priorities</p> <ul style="list-style-type: none"><li>• Successfully organize and host the annual JakartaOne Livestream in Dec</li><li>• Successfully host the Jakarta EE Community day at EclipseCon</li><li>• Deliver 2024 Marketing Plan</li><li>• Create content targeting IT Decision Makers: develop the asset</li><li>• Create content targeting IT Decision Makers to drive executive awareness: Launch and promotion campaign</li><li>• Deliver 1-2 articles around the starter project</li><li>• Deliver 1 video on updated specs</li><li>• Refresh Jakarta EE Tutorials incrementally</li><li>• <b>Launch &amp; promote the Jakarta EE Technical survey</b></li><li>• 1 Tech Talk in Chinese per Q</li></ul>	<p><b>Ongoing Priorities</b></p> <ul style="list-style-type: none"><li>- Implement/ Continue SEO efforts</li><li>- Continue Promotional campaign around EE 11 planning</li><li>- <b>Increase Jakarta EE adoptions: members to help measure - REWORK this?</b></li><li>- Promote compatible products on various social channels Promote individual contributors</li><li>- Evangelize Jakarta EE at major events/trade shows of relevance to our community</li><li>- Host &amp; promote virtual events: Tech Talks, Virtual Tours, JakartaOne Livestream</li><li>- Giveaways</li><li>- Promote individual contributors, newly elected committers/contributors on social and the community news section of the Jakarta EE website.</li></ul>

<b>Action Items:</b> <ul style="list-style-type: none"> <li>● <b>2022-09-01: use cases, configurations that are common and provide guidance</b></li> <li>● <b>2023-04-20: Neil - start draft for outreach to IT Decision Makers</b></li> <li>● <b>2023-07-13: Need help updating the components listed in the document at this <a href="#">link</a></b></li> <li>● <b>2023-09-21: Neil - organize meetings with member orgs and committees re Beyond Jakarta EE 11 plans</b></li> </ul>	<b>Completed:</b> <ul style="list-style-type: none"> <li>● <b>2022-09-01: Investigate simulcast of Livestream to multiple platforms</b></li> <li>● <b>2022-09-01: blockers for consumption of Jakarta EE</b></li> <li>● <b>2023-06-01: <a href="#">Review platform video</a> by 8 June</b></li> <li>● <b>2023-04-20: Dominika - start revision of Datasheet for Tool vendors (update to Jakarta EE 10)</b></li> <li>● <b>2023-06-01: Review the updates to the Tool Vendor datasheet (see item below) by June 15th meeting.</b></li> <li>● <b>2023-06-15: Feedback on tutorial chapter ordering (<a href="#">link</a>)</b></li> </ul>
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Agenda	Minutes
General discussion (2mins)	-
Upcoming Meetings <ul style="list-style-type: none"> <li>- October 5 - 11:00 am ET (SEO, Plan)</li> <li>- October 12 - 11:00 am ET</li> <li><del>October 19 - 11:00 am ET</del></li> <li>-</li> </ul>	Should we move the October 19th meeting - EclipseCon? <ul style="list-style-type: none"> <li>- Yes.</li> </ul>
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> <li>- Held a Jakarta EE Working Group call instead of the steering committee call.</li> </ul>
<b>SEO Update</b> <ul style="list-style-type: none"> <li>- Kristy Smith</li> </ul>	<ul style="list-style-type: none"> <li>- Shared Jakarta EE SEO 2023 results (<a href="#">link</a>)</li> <li>- Impacted by Google's ongoing changes to the algorithms</li> <li>- Rankings               <ul style="list-style-type: none"> <li>- Keywords steady (first page better)</li> <li>- Domain authority steady</li> <li>- Backlinks major increase</li> <li>- Clicks from google for Java/Jakarta keywords increase</li> </ul> </li> <li>- Brand recognition               <ul style="list-style-type: none"> <li>- Jakarta EE searches increasing</li> </ul> </li> </ul>

- Enterprise Java and Java EE searches decreasing
- Kristy to check on cloud-native Java as a possible search term that may have increased.
- In Progress
  - Need solution for duplicate URL issues
  - Ranking the Starter Page
  - Adding Learn content with proper optimization
- Discussion
  - Use the results to determine where to invest further
  - Need to investigate use of the mirror site <https://jakarta.eaworld.io/>

**JakartaOne Livestream (China)**

Notes:

Source	View People	View Num	Peak of Live Attendance	Average Watch Time During(Minutes)	Likes	Comments
Main Meeting Room	103	134	57	30minutes and 45seconds	902	76
Cvlose	581	805	41	8minutes and 01 seconds	2521	10
Apusic	503	656	44	8minutes and 47 seconds	152	79
Primeton	2086	8882	111	9minutes and 02 seconds	6108	536
Total	3273	10477	253	8minutes and 21 seconds (average)	9683	701

**2024 Planning**

- Marketing Plan draft ([link](#))

- Look at regional (Asia, Europe) event sponsorship as key activities (F2F)

**2024 Events**

- What do we want to do next year?
  - Track sponsorship?
  - Surround?
  - Other ideas?

Reflection:

- DevNexus stats?
  - 15-20 attendees in talks
  - Having Jakarta EE track said a lot about the community and its impact
  - Last year was not advertised quite enough; last minute by the organizers
  - Need to be present in the content of the event; bigger impact overall than a booth
- Other conferences
  - Should look at replication of the track sponsorship
  - Europe, Asia
  - Need to look at pricing options for key events in these regions
- Look to support smaller events - meetups, JUGs, etc.
  - Focus is on us when we run these smaller activities; no distractions
  - Complimentary to larger event activities

	<ul style="list-style-type: none"> <li>- Need to include more community members; Jakarta EE ambassadors - need to explore engaging them.</li> <li>- <a href="#">2024 Conference sheet</a></li> </ul>
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<p>Jakarta EE Tutorial (<a href="#">link</a>)- Exploring using <a href="#">Antora</a> for formatting and user experience</p> <ul style="list-style-type: none"> <li>o you can see the most recent build here: <a href="https://virtua-tech.github.io/jakartaee-tutorial-playbook/">https://virtua-tech.github.io/jakartaee-tutorial-playbook/</a></li> <li>o JIRA board: <a href="https://virtua.atlassian.net/jira/software/c/projects/JETUT/boards/7">https://virtua.atlassian.net/jira/software/c/projects/JETUT/boards/7</a></li> </ul>	<p>Notes:</p>
<ul style="list-style-type: none"> <li>- Increase Jakarta EE adoptions: members to help measure - REWORK this?</li> </ul>	<ul style="list-style-type: none"> <li>- Cesar <ul style="list-style-type: none"> <li>- SEO and website visits, etc. are one measurement but may not be indicative of adoption</li> </ul> </li> <li>- Neil <ul style="list-style-type: none"> <li>- Looking at downloads of Liberty as a possible measure that could be shared</li> <li>- Any other measurements that could be used?</li> </ul> </li> <li>- Tanja <ul style="list-style-type: none"> <li>- Could we rephrase this objective around something that is measurable?</li> </ul> </li> <li>- Cesar <ul style="list-style-type: none"> <li>- What do we measure and what does it tells us?</li> <li>- May need to get reports from Maven and other sources related to downloads from these locations?</li> <li>- Looking for year over year trends</li> </ul> </li> <li>- Emily <ul style="list-style-type: none"> <li>- Neil - Add tracking sheet that has the sources we would like to get data from and determine how we might get that information</li> <li>- Get a baseline set of data to work form.</li> </ul> </li> </ul>

<p><b>2023 Jakarta EE developer Survey</b></p>	<ul style="list-style-type: none"> <li>● Landing page - <a href="https://outreach.eclipse.foundation/jakarta-ee-developer-survey-2023">https://outreach.eclipse.foundation/jakarta-ee-developer-survey-2023</a></li> <li>● Link to final report- <a href="https://5413615.fs1.hubspotusercontent-na1.net/hubfs/5413615/Jakarta%20EE/2023%20Jakarta%20EE%20Developer%20Survey%20Report.pdf">https://5413615.fs1.hubspotusercontent-na1.net/hubfs/5413615/Jakarta%20EE/2023%20Jakarta%20EE%20Developer%20Survey%20Report.pdf</a></li> <li>● Initial Stats: <ul style="list-style-type: none"> <li>○ PR in 5 media sites: <ul style="list-style-type: none"> <li>■ InfoWorld</li> <li>■ I-Programmer</li> <li>■ Programmez!</li> <li>■ DevClass</li> <li>■ CIO Influence</li> </ul> </li> <li>○ <b>Over 8,500 page views, 700+Submissions, 450+ new contacts on 4 Oct</b></li> <li>○ 1219 page views, 266 submissions, 76 new contacts on 21 Sep</li> </ul> </li> </ul>
<p><b>Request to promote the Steering Committee resolution on EE 11 narrative:</b>  “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"> <li>● Target Java version 21</li> <li>● Target GA date Q3 2024</li> <li>● Priorities: <ul style="list-style-type: none"> <li>● Unified APIs improving Developer Experience</li> <li>● New Specifications</li> <li>● Build on the Latest Java</li> <li>● Enable Community Contribution</li> </ul> </li> </ul> <p><b>These guidelines are provided to encourage a common community direction for Jakarta EE 11.”</b></p>	<p>Notes:</p> <p><b>2023-09-21 - Feedback from PR around release 10 - don't have too much revealed ahead of time. Need to be smart about what we do to promote release 11 before the actual release</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Shabnam to share social kit</a> <ul style="list-style-type: none"> <li>- Please review, provide your input and then we can start to share it across our social channels.</li> </ul> </li> <li>- Drumbeat update <ul style="list-style-type: none"> <li>- New issues related to Jakarta EE 11 created in <a href="https://github.com/jakartaee/jakartaee-platform/labels/EE11">Github</a></li> </ul> </li> <li>- <a href="#">Newsletter</a> about Jakarta EE 11 progress</li> <li>- 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</li> <li>- <a href="#">Messaging document</a> draft started and being updated by Ed Burns</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>- September 2023 - review objectives and desired participation with committees and members</li> <li>- October 2023 - share with broader groups, JUGs, event participants to gather input</li> <li>- November - December 2023 - start review and prioritization leading to recommendations for Jakarta EE Working Group</li> </ul> <p>Notes:</p>
<p><b>Email campaign to promote the blockers survey to Jakarta EE contacts</b></p> <ul style="list-style-type: none"> <li>● Create a short survey to understand the blockers for community members to become a contributor/committer – document created  <a href="https://docs.google.com/document/d/14G45EFyW_x52p1s8mEK4u9nTPddwb2xnVbtFqBif30o/edit">https://docs.google.com/document/d/14G45EFyW_x52p1s8mEK4u9nTPddwb2xnVbtFqBif30o/edit</a>  <b>will be sent out , members to have a look at these questions and review / add feedback by end of April.</b> To be send out early June</li> </ul>	<p><a href="#">Report here</a></p> <p>Actions:</p> <p>— Need to assign an owner for these actions.</p> <ol style="list-style-type: none"> <li>1. Look at results and create 101 level content on the top issues</li> <li>2. Take a pragmatic approach to the content - testimonials, how-to's, etc.</li> <li>3. Get feedback from the China tech talk on the subject</li> <li><b>4. Look at face-to-face event enablement and discussion area - onboarding at the event (stand at EclipseCon):</b> <ol style="list-style-type: none"> <li>a. We are working on booking some time slots from the Office Hours station at EclipseCon to accommodate this</li> </ol> </li> </ol> <p>Suggestions from Steering Committee:</p> <ol style="list-style-type: none"> <li>1. Marcin suggested leveraging JUGs reaching out to membership</li> <li>2. Repeating at Livestream would be beneficial</li> <li>3. Abraham wonders if an alternative contribution mechanism could be created (other than community mailing list) - how</li> </ol>

	<p>does one make “one suggestion” - for example, create a “contact us” form that posts email to community alias</p> <p>Notes:</p> <ul style="list-style-type: none"><li>- Is the effort to put the suggestion form in place more than the return would be?</li><li>- Perhaps if we don't over-engineer it, it might help get some input that we would not get in other ways. Perhaps an email form.</li></ul>
<p><b>2023 - Events</b></p> <ul style="list-style-type: none"><li>- JConf</li><li>- JPrime</li><li>- JNation sponsorship (June 6-7)</li><li>- DevBCN</li><li>- Hackathon by Payara</li><li>- JCon 20-23 June CFP:</li><li>- What events are members planning on sponsoring?</li><li>- <a href="#">Event list</a></li><li>- Please add events that are focused on decision makers and industry verticals</li></ul>	<p>Note:</p> <p><b>EclipseCon Video booth:</b></p> <p>We want to record interviews from community members to use for the launch of Jakarta EE 11 release and content for JakartaOne Livestream event</p> <ul style="list-style-type: none"><li>• <a href="#">Sign-up sheet for the interviews</a></li><li>• Please <a href="#">add interview question ideas here</a></li></ul> <p>Community Day @EclipseCon</p> <ul style="list-style-type: none"><li>- <a href="#">List of the accepted talks &amp; speakers</a></li><li>- Registration is now open, 33 registration as of 5 Sep <a href="https://www.eclipsecon.org/2023/registration">https://www.eclipsecon.org/2023/registration</a></li></ul> <p><b>Need members to promote heavily starting in September.</b></p> <ul style="list-style-type: none"><li>- <a href="https://www.eclipsecon.org/2023/java-community-day">https://www.eclipsecon.org/2023/java-community-day</a></li><li>- <b>Social kit to promote the event:</b> <a href="https://docs.google.com/document/d/1SJKNzSUMf9Kd_JPFsVTOaw3Cqx-SN0BIV39NvqG6_gs/edit">https://docs.google.com/document/d/1SJKNzSUMf9Kd_JPFsVTOaw3Cqx-SN0BIV39NvqG6_gs/edit</a></li><li>- Cost if attending EclipseCon is €25 plus VAT</li><li>- Cost for community day only is €40 plus VAT</li></ul> <p><b>EclipseCon</b></p> <ul style="list-style-type: none"><li>- <b>Who will be attending from the Marketing Committee?</b><ul style="list-style-type: none"><li>- Otavio</li><li>- Neil</li><li>- Emily</li></ul></li></ul>

	<p><a href="#">Office Hours</a>: We are working on booking some time slots from the Office Hours station at EclipseCon to accommodate onboarding of contributors at the event.</p>
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> <li>- Lock-in December 5 2023 as the global event</li> <li>- Chinese in September</li> <li>- Portuguese (January 19, 2024)</li> <li>- Spanish - November</li> <li>- Determine what regional events will be run and when</li> </ul>	<p><b>JakartaOne livestream in December: CFP closes next week, please submit talks</b></p> <p>Website updated : <a href="https://jakartaone.org/">https://jakartaone.org/</a> 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>Notes:</p> <ul style="list-style-type: none"> <li>- <a href="#">Vendor sign-up sheet</a></li> <li>- Portuguese Livestream - <a href="#">Postponed to 19 January</a> <ul style="list-style-type: none"> <li>- Looking to possibly run 2 - one onsite in Brasil with more Jakarta EE content and then a follow up virtual one.</li> </ul> </li> <li>- Main Livestream - December - <a href="#">CFP is open now</a>.</li> <li>- Chinese Livestream-CFP is open until 18 August <ul style="list-style-type: none"> <li>- <b>Need agenda and registration link (available on Monday) for Chinese talks to put on the website</b></li> </ul> </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> <li>- <a href="#">Scheduled talks</a></li> </ul> </li> </ul>	<p><b>Q2 report:</b></p> <p><a href="https://docs.google.com/presentation/d/1QFenQbF7Y4QsCzqkcPIEAp1E-PA5EGCM9A3zx2n-emU/edit#slide=id.g23c94852e41_0_0">https://docs.google.com/presentation/d/1QFenQbF7Y4QsCzqkcPIEAp1E-PA5EGCM9A3zx2n-emU/edit#slide=id.g23c94852e41_0_0</a></p> <p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>- <b>Need to continue to build content that draws developers to Jakarta EE</b> <ul style="list-style-type: none"> <li>- Focus on new developers</li> </ul> </li> <li>- Look for new audiences - universities, colleges, other organizations</li> <li>- Leverage work being done by member teams and highlight it in different ways</li> </ul> <p><a href="#">August newsletter</a>- (last week of August)-new article from Ondro “guide on how to overcome issues with javax-&gt;jakarta package change and some other smaller issues” It's a series</p>



of 4 articles which we will summarize into one article and republish.

- **Focus on Jakarta EE 11**
- **Article on tutorial updates**
- **Article on Jakarta EE TCK**

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## Translations

Japanese translations are done

- Shared the final files with Kenji
- <https://github.com/jakartaee/jakarta.ee/issues/1641>
- <https://github.com/jakartaee/jakarta.ee/issues/1642>

## Starter Project:

- **Review with Reza the new mockup and using the new look for the images. Any feedback from project teams?**

Please [review the mock-ups by 17 August](#) and provide feedback so that we can share the final version with the Starter project team to provide their input

- Technical writer is resuming the work on article 2,3 and 4 now that the starter project has made a good progress
- a 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.
  - 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](#) for review by 1 June
  - 3. How to start with Servlets / How to build Servlets
  - 4. How to use Jakarta Security / How to secure your application

## Notes: