

Jakarta EE Marketing Committee Meeting - September 29, 2022 (11:00 ET)

<p>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) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep</p> <p>David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects</p> <p>Q3 Priorities</p> <ul style="list-style-type: none">- Deliver the report of the 2022 Developer Survey- Launch the technical survey on specification direction for Jakarta EE (Otavio, Ed, Emily)- Create contribution resources for developers and architects to justify engagement to their IT decision makers- deliver "Why Jakarta EE" (Otavio)- deliver "IT Decision Maker content" (Neil) <p>Ongoing Priorities</p> <ul style="list-style-type: none">- 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	

<p>committers and new contributors social channels and on the community news section of the Jakarta EE website.</p>	
<p>Action Items:</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 ● 2022-09-01: use cases, configurations that are common and provide guidance 	<p>Completed:</p> <ul style="list-style-type: none"> ● 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 <ul style="list-style-type: none"> - September 29 - 11:00 a.m. ET - October 13 - 11:00 a.m. ET 	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from Steering Committee (5 mins)	<p>2022-09-27 - Steering committee meeting</p> <p>Jakarta EE 10 Has Been Released</p> <ul style="list-style-type: none"> ● Announcement on September 22 <ul style="list-style-type: none"> ○ https://jakarta.ee/news/jakarta-ee-10-released/ ● Jakarta EE 10 Release overview <ul style="list-style-type: none"> ○ https://jakarta.ee/release/10/

- Jakarta EE 10 Compatible Implementations
 - <https://jakarta.ee/compatibility/certification/10/>
- Steering committee expressed appreciation for all who contributed to the release.

Jakarta EE Developer Survey

- The Jakarta EE Developer Survey results were also announced on September 22
 - <https://newsroom.eclipse.org/news/announcements/enterprise-java-and-jakarta-ee-continue-grow-results-2022-jakarta-ee-developer>
 - So far 3,000 page views and 150 new contacts

JakartaOne Livestream events

- Report: [JakartaOne Livestreams Report + Celebration Tech Talk \(2022\)](#)
- Tanja sent email to the Working Group on Sept 19 with subject line "December 6th - JakartaOne Livestream 2022 - CfP is now opened!" - Open until October 17th

independent Program Committee, who will be selecting talks

- *Josh Juneau*
- *Mary Grygleski*
- *Edwin Dirks*
- *Mala Gupta*
- *Otavio Santana*

Elections for representatives in the Jakarta EE Working Group Committees (Steering, Specification, Marketing)

- *Voting ends tomorrow.*
- *Note - a few positions that have no nominees; would require a separate election if we want to fill later.*

Jakarta EE Roadmap/Narrative for Future Direction

- Feedback requested on the following doc by October 10

	<ul style="list-style-type: none"> - https://docs.google.com/presentation/d/1rugEgECY-ghIbYIsBtIDb0CTk4aeOFG/edit?usp=sharing&oid=102001624522612058111&rtpof=true&sd=true <p>Jakarta EE Working Group CY2023 Program Plan</p> <ul style="list-style-type: none"> - Tanja has drafted an outline for a CY2023 Program Plan that we will use as a strawman to initiate the process and capture input: <ul style="list-style-type: none"> o Early Rough Draft 2023 Jakarta EE Program Plan
<p>Additional Funds utilization</p> <ul style="list-style-type: none"> - 2 New membership providing new funds - Steering Committee Contingency funds of \$12k - Link to planning spreadsheet 	<ul style="list-style-type: none"> - Additional \$10.5k from these two new members + \$12k from Steering Committee <ul style="list-style-type: none"> - Shenzhen Ping An Communication Technology Co., Ltd - NEC Corporation <p>Consensus from steering committee to move these further with prioritization as below. Bring back proposal with funding requirements to next SC meeting.</p> <ul style="list-style-type: none"> • Translation services: do we need to hire professional translators or community members will help? <ul style="list-style-type: none"> • Propose Content - link • Learning tracks - Provide a compelling, easy to use getting started experience <ul style="list-style-type: none"> • 2. presentation and consolidation of existing tutorials and similar from documentation • 3. Content for the videos (Updates on Specs) • Create limited edition contributor swag for every major Jakarta EE release? Something like "I built Jakarta EE 10" (David Blevins) <ul style="list-style-type: none"> • How many contributors? • Do we make this part of our plan for 2023? • Others <ul style="list-style-type: none"> • Look at any blockers for consumption of Jakarta EE and provide blogs/videos on removing these blockers • Look at the use cases, configurations that are common and provide guidance on how to achieve success (implementations can indicate how they support) <p>Notes:</p> <ul style="list-style-type: none"> - Confirm priorities and budget allocation through vote - Approved

	<ul style="list-style-type: none"> - Neil will forward information and approval to the steering committee before their next call. - Determine priorities for translation - see the Analytics of the site data
<p>Release 10 Follow up</p> <ul style="list-style-type: none"> - See tracking document (link) - - <p>Planning info:</p> <ul style="list-style-type: none"> - Timeline (link) - Messaging Document - Steering Committee version (link) <ul style="list-style-type: none"> - Marketing version (link) - Updated release image - Jakarta EE 10 release page issue - Vendor support 	<ul style="list-style-type: none"> - Launch went smoothly - Appreciate the work of everyone - Need to set up a retrospective on the launch - Neil/Shabnam
<p>Content for the updates around Specs video (additional budget approved)</p>	<p>First draft-content</p> <ul style="list-style-type: none"> -need ownership and follow up with technical project teams to develop proper content for the videos
<p>Technical Developer survey (Otavio, Ed, Emily)</p> <ul style="list-style-type: none"> - timeline and launch plan 	<ul style="list-style-type: none"> - need to work with project teams to form the question - need to come up with a timeline and launch plan <p>Notes:</p> <ul style="list-style-type: none"> - Goals <ul style="list-style-type: none"> - Can help influence the content of Jakarta EE 11 - Provide insight into priorities of the technical community to drive content focus - Launch Nov 1; run until mid-Dec - Share further in the Spec committee call
<p>2023 Planning</p> <ul style="list-style-type: none"> - Draft marketing plan (link) - Draft program plan (link) 	<p>Look at our 2022 (and previous) activity</p> <ul style="list-style-type: none"> - What worked - What didn't - Where are the gaps <p>Members activity</p> <ul style="list-style-type: none"> - Same questions <p>Suggestions:</p> <ul style="list-style-type: none"> - Contact our list with a survey on what would help them to become contributors/committers

<p><u>Content</u> (Shabnam)</p> <ul style="list-style-type: none"> - Submit News <ul style="list-style-type: none"> - Process document (link) - Rebrand of CNJ eBook <ul style="list-style-type: none"> - Social Kit Link-Please promote - Landing page preview - 2022 Developer Survey- - Timeline - October Community Newsletter: Desiccated to Jakarta EE - - - Tech Talk- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks - 	<ul style="list-style-type: none"> - Submit tech talks through the website form - currently we have talks into April but need more. - 2022 Developer Survey findings for members to provide feedback by 21 July, 2022. (design draft) - Timetable <ul style="list-style-type: none"> - Members, minor updates can be accommodated but no major changes at this point. - Social kit for members to promote - Supporting quotes are needed by 25-August. - Press release will be issued and will be shared for review and approval before release.
<p>Develop a more compelling “Starter for Jakarta EE”</p> <ul style="list-style-type: none"> - Model on the Starter for MicroProfile (link) 	<ul style="list-style-type: none"> - Part of the additional funds allocation - hire designer to help push this activity forward faster.
<p>Develop and promote a “Why Jakarta EE” page and social program</p> <ul style="list-style-type: none"> - Video - draft - Landing Page (link) 	<p>Members (esp. Neil & Jadon) please provide comments by this meeting in two weeks.</p> <p>Comments from Eric - video Wonderful work and a very interesting video, I am sure developers will love it and show their interest in Jakarta after watching the video.</p> <p>I would like to suggest some optimization to get it a little better, and it is all in my personal opinion, not sure is OK.</p> <p>0:26 this frame and frame after can be merged into one, and more icons on behalf of all industries are needed, visual here can be all the icons based on java ee.</p> <p>1:27 we can add some numbers of the percentage to show the widely using</p> <p>1:36 the picture in this frame can be replaced with the logos shown on 1:46 cause they are more suitable for the subtitle here. to show the flexibility of selecting, the boy on the 1:43 can jump</p>

	<p>among these logos or the boy on 1:34 can stand beside logos with his fingers clicking, a frame changing among logos, if it is doable.</p> <p>2:11 group photo can be shown earlier to suit the subtitle "or together"</p> <p>2:20 pictures and animation with it in this frame can be replaced by this /release/10/images/jakarta-ee-10-platform.sv</p>
<p>SEO working session on 22 Sep With the help of Kristy (SEO agency) we have been trying to find and fix an issue with the specification pages where they are not all being indexed properly because there are duplicate versions.</p> <p>https://docs.google.com/document/d/1SfGdA8BkXsyVwn_yYtZoNrTq6iYb8AZFYxpmrZ-83Vw/edit</p>	<p>From Ed: when we release new Specification versions, we need to publish lots of detail that is unchanged from version to version. My recommendation to avoid this -- for the Specification pages is to tell the search engine crawlers (robots) not to index any of the old specification version -- only the current one. To do that, I recommend we add the following to the legacy specification pages (we may be able to just fix the Markdown pages and not touch any of the other content)</p> <pre><meta name="robots" content="noindex, nofollow"></pre> <p>That might be something we do whenever a new Spec . version is added -- update the robot directives for the legacy spec. index pages.</p> <p>Possible issues with this approach: (Kristy) but it also prevents people from finding things when search for specific older specs.</p> <p>The other option might also be to hide ALL of the deeper spec pages so that people only find the main spec page on the marketing site and drill down. but we know that other people are publishing these deeper spec pages, indexed, so it might inadvertently drive people to other sites.</p> <p>The Spec. committee team (or we will need some negotiation) will need to deal with the SEO robot metadata since we maintain those pages.</p> <p>Recommendation - change the title for the updated specs to enable proper indexing when the content is the same.</p>
<p>Create content targeting IT Decision Makers to drive executive awareness - Neil to own</p>	<ul style="list-style-type: none"> - Looking to deliver in 3Q2022 - need to draft an outline and leverage to release 10 rollout

<p>Case Studies</p> <ul style="list-style-type: none"> - Jakarta EE ambassadors - Member submitted 	<ul style="list-style-type: none"> - Need to come up with actual end-user case studies to show Jakarta EE in production - Otavio - writing one now - end of July - Neil - blog series with client (will work on case study support) - September target
<p>Event Planning - 2022</p> <ul style="list-style-type: none"> — FOSDEM (Feb 5-6) — JavaLand (March 15-17) <ul style="list-style-type: none"> — Table in the usergroup cafe - need help staffing: No need for any advanced scheduling or formal sign-ups. Just pop in if present at the event — Map — Hours — DevNexus (April 12-14, Atlanta) <ul style="list-style-type: none"> — we've been offered a free booth: booth sign up sheet — Devvxx UK (May 11-13) — JNation (June 7) — JBCNConf (July 18-20) <ul style="list-style-type: none"> — We are offered a 1*2m space in the community stand for a table and a rollup - need to cover the booth for 9-18hrs — JConf.dev (September 24-26, Chicago) - Devvxx BE (October 10-14) - JavaOne (October 18-20, Las Vegas) <ul style="list-style-type: none"> - Should we do a reception? - EclipseCon 2022 (October 24-27, Ludwigsburg) - W-Jax 7-9 Nov (end user perspective) <p>JakartaOne Livestream</p> <p>Vendor keynotes registration spreadsheet</p> <p>Annual JakartaOne Livestream - Date: Dec 6</p> <p>JakartaOne Livestream(s)</p> <ul style="list-style-type: none"> - Results Deck - Look at localization expansion <ul style="list-style-type: none"> - Eg. China - Possible interested areas <ul style="list-style-type: none"> — Spanish <ul style="list-style-type: none"> — Interested to have the event talked to Tanja at Devnexus — German - June 30 — Chinese - August 31 — Japanese - Sept 16 — Portuguese - Sept 29 - WW Event - December 6 	<p>New events to consider:</p> <p>Sponsorship Prospectus - hack-commit-push Paris 2022 - Google Docs</p> <ul style="list-style-type: none"> - hack-commit-push Paris / November 5, 2022 - 9am to 5pm - 550 Euros for sponsorship - Funds are available in the budget - Activity <ul style="list-style-type: none"> - Ivar would mentor on a specific project - PR created and submitted as part of the project - Contributes to goal to increase the contributor base - Vote - approved to allocate funds and move ahead. <p>Livestream event results:</p> <p>JakartaOne Livestreams Report + Celebration Tech Talk (2022) - Google Slides</p> <p>EclipseCon</p> <ul style="list-style-type: none"> - Interview schedule - Need members to determine who we should ask to participate in the video interviews (additional budget allocated for this) - Community Day - track for Jakarta EE - Jakarta EE reception - IBM will sponsor <p>JConf.dev</p> <ul style="list-style-type: none"> - Good event with solid Jakarta EE representation - Community appreciated the Jakarta EE sponsorship - Oracle, Payara, IBM represented - Participating in member's booths is helping to highlight the community nature of our committee <p>Livestreams:</p> <p>CFP for the Annual livestream is open (link)</p> <ul style="list-style-type: none"> - Provide guidance on contributing - webinar walking through the process. Set up a standing presentation on this topic in each of the languages (have as a key element of the livestreams)

Look at more engagement in Chinese Jakarta EE community	<ul style="list-style-type: none">- Results from China show the value of simulcast to more than 1 platform - need to investigate further-
Collateral Backlog <ul style="list-style-type: none">- Link	<ul style="list-style-type: none">- Review and assign owners<ul style="list-style-type: none">- Large number that were brought over from Jakarta website- Please review and update as you are able. <p>Review for organizational categories, is the issue still valid. Consider using the Project (Kanban like) boards from GitHub.</p>