

Jakarta EE Marketing Committee Meeting - July 27, 2023 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000

<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) Reza Rahman (Microsoft) Otavio Santana (Committer Rep)</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects Q3 Priorities</p> <ul style="list-style-type: none">• Deliver the 2023 developer survey report• Deliver the EF community newsletter dedicated to Jakarta EE in August• Create a successful experience for Community day for Java Developers at EclipseCon• Build/ add content on specs pages• Refresh Jakarta EE Tutorials incrementally• JakartaOne Livestream in Portuguese• JakartaOne Livestream in Chinese• Focus on Asia market:<ul style="list-style-type: none">◦ translations into Chinese & Japanese◦ 1 Tech Talk in Chinese per Q• Create content targeting IT Decision Makers: conduct interviews with customers of members and/or modify members' use cases to incorporate	<p>Ongoing Priorities</p> <ul style="list-style-type: none">- Implement/ Continue SEO efforts- Continue Promotional campaign around EE 11 planning- Increase Jakarta EE adoptions: members to help measure- Promote compatible products on various social channels Promote individual contributors- Evangelize Jakarta EE at major events/trade shows of relevance to our community- Host & promote virtual events: Tech Talks, Virtual Tours, JakartaOne Livestream- Giveaways- Promote individual contributors, newly elected committers/contributors on social and the community news section of the Jakarta EE website.

Action Items: <ul style="list-style-type: none"> ● 2022-09-01: use cases, configurations that are common and provide guidance ● 2023-04-20: Neil - start draft for outreach to IT Decision Makers ● 2023-07-13: Need help updating the components listed in the document at this link 	Completed: <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)
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Agenda	Minutes
General discussion (2mins)	-
Upcoming Meetings <ul style="list-style-type: none"> - August 10 - 11:00 am ET - August 24 - 11:00 am ET 	
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	<p>Jakarta EE 11 progress:</p> <ul style="list-style-type: none"> ● Ongoing tracking spreadsheet of specifications progressing through the JESP version lifecycle. <p>Getting involved with Jakarta EE survey</p> <ul style="list-style-type: none"> ● Additional ideas for how to reach more contributors provided by Steering Committee to marketing (see agenda item below) <p>EclipseCon, Community Day, LiveStreams</p> <ul style="list-style-type: none"> ● Reviewed current status and calls to action. <p>Beyond Jakarta EE 11</p> <ul style="list-style-type: none"> ● I provided an initial view to the Steering Committee about this initiative that we want to get going later this year.
●	
● Jakarta EE Tutorial (link)-78% of the work is done	Notes:

<ul style="list-style-type: none"> ○ Exploring using Antora for formatting and user experience ○ you can see the most recent build here: https://virtua-tech.github.io/jakartaee-tutorial-playbook/ ○ JIRA board: https://virtua.atlassian.net/jira/software/c/projects/JETU/boards/7 	<ul style="list-style-type: none"> - work on the Antora conversion; has already migrated a couple of parts - Completed most of the security chapter work - Will explore translations after the English version is complete.
<p>Update tooling data sheet and create a HTML version (link)</p>	<p>Dominika to drive the kickoff review Same document with updates from Dominika: https://docs.google.com/document/d/1c4XDPku8ihKISrx2lvWwv-4zmPDBmD8fSc3VZCxrQ/edit</p> <p>Note:</p> <ul style="list-style-type: none"> - Shabnam to share draft PDF from Dominika for the call - Updates still to be made to the product table - please review for versions and products so we can complete the document and get an html version in place on our page.
<p>Email campaign to promote the blockers survey to Jakarta EE contacts</p> <ul style="list-style-type: none"> ● Create a short survey to understand the blockers for community members to become a contributor/commmitter – document created https://docs.google.com/document/d/14G45EFyW_x52p1s8mEK4u9nTPddwb2xnVbtFqBif30o/edit will be sent out , members to have a look at these questions and review / add feedback by end of April. To be send out early June 	<p>331 responses as of 12 July</p> <p>Report here</p> <p>Actions:</p> <ol style="list-style-type: none"> 1. Look at results and create 101 level content on the top issues 2. Take a pragmatic approach to the content - testimonials, how-to's, etc. 3. Get feedback from the China tech talk on the subject 4. Look at face-to-face event enablement and discussion area - onboarding at the event (stand at EclipseCon) <p>Suggestions from Steering Committee:</p> <ol style="list-style-type: none"> 1. Marcin suggested leveraging JUGs reaching out to membership

	<p>2. Repeating at Livestream would be beneficial</p> <p>3. Abraham wonders if an alternative contribution mechanism could be created (other than community mailing list) - how 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"> - Is the effort to put the suggestion form in place more than the return would be? - 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.
<p>2023 - Events</p> <ul style="list-style-type: none"> - JConf - JPrime - JNation sponsorship (June 6-7) - DevBCN - Hackathon by Payara - JCon 20-23 June CFP: - What events are members planning on sponsoring? - Event list - Please add events that are focused on decision makers and industry verticals 	<p>Note:</p> <p>Community Day @EclipseCon</p> <ul style="list-style-type: none"> - Registration is now open https://www.eclipsecon.org/2023/registration - 34 submissions to Community Day (can accommodate 14) - - https://www.eclipsecon.org/2023/java-community-day - Social kit to promote the event: https://docs.google.com/document/d/1SJKNzSUMf9Kd_JP FsVTOaw3Cgx-SN0BIV39NvqG6_gs/edit - Cost if attending EclipseCon is €25 plus VAT - Cost for community day only is €40 plus VAT
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Lock-in December 5 2023 as the global event - Chinese in September - Portuguese (September 2) - Spanish - November - Determine what regional events will be run and when 	<p>Website updated : https://jakartaone.org/ 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"> - Portuguese Livestream - looking to postpone to 2 Sep and extending the CFP <ul style="list-style-type: none"> - Looking to possibly run 2 - one onsite in Brasil with more Jakarta EE content and then a follow up virtual one. - Main Livestream - December - CFP is open now.

Content (Shabnam)

Why Jakarta EE

- [Video](#) and [page](#)
- [Github issue](#)

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- Spec documents and video scripts
 - Starter Project

Tech Talk-

- [Sign up sheet](#)
- [Sign up sheet](#) result
- [Scheduled talks](#)

August newsletter- (last week of August)

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

Translations

Japanese translations are done

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

Notes:

- **Explanation write-ups and video scripts on 7 specs:**
- **From Q2 goals: Build content for Specification pages (2-3 of main spec pages):**
 - o The work on extracting content for spec pages has started
- **From Q2 goals:**
 - o The first video which is on Jakarta EE Platform is ready for upload to [Youtube](#) (641+ views)
- on 7 specs has started, [video scripts](#) will be extracted from those [write ups](#)
- Blurbs extracted from the write-ups to be added on their relevant Spec pages-being reviewed internally
 - o [Jakarta Security, Jakarta Authorization, and Jakarta Authentication Explained](#) please review by 30 March
 - o [Jakarta Security, Jakarta Authorization, and Jakarta Authentication video script](#) please review by 30 March
 - o [Jakarta Servlet, Jakarta Faces and Jakarta Server Pages Explained](#) Please review by Mar 30, 2023
 - o [Video Script-Jakarta Servlet, Jakarta Faces and Server Pages](#) Please review by March 30
 - o [Jakarta Persistence Explained](#) Please review by April 7
 - o [\(Video Script\) Jakarta Persistence Explained](#) Please review by April 7
 - o [Jakarta RESTful Web Services Explained](#) Please review by April 7
 - o [\(Video Script\) Jakarta RESTful Web Services Explained](#) Please review by April 7
 - o [Jakarta Concurrency video script](#) finalized

	<ul style="list-style-type: none"> ○ Jakarta EE Platform write-up for review deadline complete ○ Jakarta EE Platform Video Script for review deadline complete ○ Jakarta Concurrency write-up review deadline complete ○ Jakarta Contexts and Dependency Injections finalized ○ Jakarta Contexts and Dependency Injections Video Script finalized <p>○</p> <ul style="list-style-type: none"> ● Starter Project: ● 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. <ul style="list-style-type: none"> ○ 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 <p>Notes:</p> <ul style="list-style-type: none"> - Why Jakarta EE page <ul style="list-style-type: none"> - Highlight - no vendor lockin more clearly - Move Jakarta EE is the standard to the top and tie in the no vendor lockin idea.
<p>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:</p> <ul style="list-style-type: none"> ● Target Java version 21 ● Target GA date Q1 2024??? ● Priorities: <ul style="list-style-type: none"> ● Unified APIs improving Developer Experience ● New Specifications ● Build on the Latest Java 	<p>Notes:</p> <ul style="list-style-type: none"> - Shabnam to share social kit <ul style="list-style-type: none"> - Please review, provide your input and then we can start to share it across our social channels. - Drumbeat update <ul style="list-style-type: none"> - New issues related to Jakarta EE 11 created in Github https://github.com/jakartaee/jakartaee-platform/labels/EE11 - 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 - Need to request draft document based on specs in process from Spec committee to start messaging work. Example

<ul style="list-style-type: none">• Enable Community Contribution <p>These guidelines are provided to encourage a common community direction for Jakarta EE 11.</p>	
<p>Jakarta EE - Beyond 11</p> <ul style="list-style-type: none">• Start to brainstorm on directions we should take Jakarta EE• Involve Steering Committee, Platform team, Spec Committee, Marketing• Member contributors - have discussions within member organizations	