2024 MicroProfile Program Plan

MicroProfile Community

2024 Strategic Goals

- Deliver MicroProfile releases
- Evaluate new specification(s) and add innovations to existing specifications
- Grow awareness and adoption of the MicroProfile brand in a measurable and actionable fashion
- Grow compatible implementations
- Grow MicroProfile Working Group members, Committers, and Opportunities for participation
- Continue to work on aligning Jakarta and MicroProfile, using CN4J Alliance when applicable
- Define and track metrics for attaining program plan goals

Marketing Prioritized Goals

1. **Participation:** Grow marketing team participation
2. **Content marketing:** create guides, how-tos, use cases, presentations
3. **Influencer marketing:** Enable people / companies known in the market to make webinars, video / blog coverages and spread via their channels
4. **Event marketing:** promote topics/presentations and highlight speakers
5. **Social media and forums:** create catchy images, propagate the content via Hootsuite
6. **Referral programs:** offer current projects, that use MicroProfile to spread the word by creating content or bringing other projects to community, giveaways or special offers from MicroProfile representatives (swag, etc)

https://groups.google.com/g/microprofile/c/J9Pq-ajWkE4 (discuss)

Marketing Activities

- Incrementally fund official MicroProfile Tutorial
- Evaluate a MicroProfile Champions program to support/reward individuals and organizations educating, contributing, and pushing MicroProfile forward
- Highlight implementations with each MicroProfile release that can be used to try the new capabilities of that MicroProfile release, including examples that relate to the release
- Create use cases showing how MicroProfile is adopted by various projects
- Co-marketing with Jakarta EE to educate community regarding how the two are aligned, how differences are intentional, and how it strengthens MicroProfile

Community Outreach Goals

- Continue with our open meetings, open communications, and meeting recordings process
- Establish a "first time" participating badge and associated announcements
- Continue to encourage participation across the wider community via mailing list, google group, and tweets.
- Encourage individual component participation at the Specification level. Many components have their own "hangout" -- need to advertise these wider.
- Surveys and easy-to-use questionnaires and forms can be used to gather input
- Central location for promoting blogs, videos, products, etc that consume MicroProfile

Infrastructure/Website Goals

- Finalize conversion from Groovy-based setup to Github pages
- Increase specification metadata in website; versions, links to PDFs
  - Add pages for specification version

Technical Goals in 2024

- Evaluate new specifications
  - Converters: Roberto,
  - Serverless programming model: Emily,
  - JWT Bridge: Sergey, Adam Yoho,
- Evolve MicroProfile Telemetry to include OpenTelemetry Metrics and OpenTelemetry Logging
- Resume activities on the existing MicroProfile specifications
- Continue MicroProfile and Jakarta EE alignment efforts
  - Use JWT Bridge Spec as a working model for alignment
  - Use CN4J when broader conversations are required
- Evaluate the gap with Spring framework: Emerson
- Improve alignment with infrastructure for better end-user experience
  - Runtimes (JVM, MicroProfile Impl), Java SE 11 / 17 / 21+
  - Containers, Orchestrators, Clouds etc
- Consider deprecating MicroProfile Context Propagation: Nathan,