

# 2023 MicroProfile Program Plan

MicroProfile Community



# 2023 Strategic Goals



- Deliver MicroProfile releases
- Add new specification(s) and add innovations to existing specifications
- Grow awareness and adoption of the MicroProfile brand
- Establish the MicroProfile champions program
- 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

# Marketing Prioritized Goals

1. **Participation:** Grow marketing team participation
2. **Website:** improve home page, spec pages, add resource pages.
3. **Content marketing:** create guides, how-tos, use cases, presentations
4. **Influencer marketing:** Enable people / companies known in the market to make webinars, video / blog coverages and spread via their channels
5. **Event marketing:** promote topics/presentations and highlight speakers
6. **Social media and forums:** create catchy images, spread the content to forums like reddit, LinkedIn
7. **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 (free hosting, help in project tuning, swag, etc)

# Marketing Activities



- Create the 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
- Approach for listing compatible implementations of the specifications
  - Specification pages
  - Self-declared compatibility - Implementations that publicly document passing results (TCK) can claim compatibility

# 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
- Collect external getting started guides, examples, into one dedicated section
- Greatly increase technical content available on website as a whole
  - Code on pages
  - “See the code” doesn’t link to code
- Explore alternatives to Jenkins, such as Github Actions
- List all MicroProfile specifications under projects tab on website
- Facilitate website contributions

# Technical Goals in 2023



- Evaluate new specifications
  - Cloud (BLOB) storage
  - Converters
  - Distributed Cache
  - Serverless programming model
- Evolve MicroProfile Telemetry to include OpenTelemetry Metrics and OpenTelemetry Logging
- MicroProfile and Jakarta EE alignment efforts from CN4J alliance
  - Move, Fork, LTS, push vs pull, etc
- Evaluate the gap with Spring framework
- Improve alignment with infrastructure for better end-user experience
  - Runtimes (JVM, MicroProfile Impl), Java SE 11 / 17 / 21
  - Explore virtual thread usage in MicroProfile APIs
  - Containers, Orchestrators, Clouds etc

# MicroProfile

