2021 MicroProfile Program Plan

MicroProfile Community

2021 Strategic Goals

- Deliver MicroProfile releases
- Work towards communication Jakarta EE 9 alignment through CN4J Alliance
- Create and grow the MicroProfile compatibility brand
- Grow MicroProfile Working Group members, Committers, and Opportunities for participation
- Grow marketing participation
- Establish the MicroProfile champions program
- Deliver inaugural 2021 budget

Marketing Activities

- Create the MicroProfile Champions program to support/reward individuals and organizations educating, contributing, and pushing MicroProfile forward
- Include a list of working 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 via the CN4J Alliance to educate community regarding how the two are aligned, how differences are intentional, and how it strengthens MicroProfile

Marketing Goals

- **Website:** more explanation at home page (e.g. FAQ), add video (presentations from past online events, guides, feedback from community)
- **Content marketing:** create guides, how-tos, use cases, presentations
- **Influencer marketing:** ask people / companies known in the market to make webinars, video / blog coverages and spread via their channels
- **Event marketing:** arrange topics/presentations, decide on the speakers and send submissions to online events
- **Social media and forums:** create catchy images, spread the content to forums like reddit, stackoverflow
- **Referral programs:** offer current projects who use MicroProfile to spread the word by creating content or bringing other projects to community in order to get giveaways or special offers from MicroProfile representatives (free hosting, help in project tuning, etc)

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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

- Convert 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
- Create pages that cater to specific personas:
  - New user / getting started
  - Decision maker / why MicroProfile
- Greatly increase technical content available on website as a whole
  - Code on pages
  - "See the code" doesn't link to code
- Create sitemap
- Explore alternatives to Jenkins, such as Github Actions

Technical Goals (1 of 2)

- Tracing
  - Deprecate abandoned APIs by reworking the current MicroProfile OpenTracing
  - Adopt OpenTelemetry (merge between OpenTracing and OpenCensus)
- Metrics
  - Rework MicroProfile Metrics or create new spec to adopt new efforts around Monitoring (Micrometer)
- Converters
  - New specification to be evaluated
  - Other specifications are duplicating this effort.
- MicroProfile and Jakarta EE alignment efforts from CN4J alliance
  - Move, Fork, LTS, push vs pull, etc
  - Rebase on Jakarta EE 9 and subsequent releases
- gRPC
  - New specification to be evaluated

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Technical Goals (2 of 2)

- Adoption of existing Jakarta EE specs
  - Add Jakarta Annotation to the platform spec as it was pulled in as transitive dependency
  - Investigate the need for (core) specs in MicroProfile
  - To be considered: Bean Validation inclusion in existing MicroProfile specifications
    - This might be just additional spec clarification and TCKs on various specs such as Open APIs or JWT to ensure they work well with Bean Validation
- Database
  - New spec to investigate how to handle database access well in the microservice world
  - Or adopt JPA and work with Jakarta to ensure working well in the microservice world
- Improve alignment with infrastructure for better end-user experience
  - Runtimes (JVM, MicroProfile Impl), Java 8/11/17
  - Containers, Orchestrators, Clouds etc
- Release MicroProfile Long-Running Actions (LRA)

Additional Goals

- **Continue "Growing Pains" discussion.**
  - Consider re-defining platform spec to maintain agility and add compatible implementations
  - Review standalone specification concept
    - Keep as-is?
    - Merge into MicroProfile or Jakarta platforms?
- **Revisit "MicroProfile Compatibility"** and what its requirements are
- **Streamline release processes.** Especially true for micro releases
- **Encourage more innovation.** New specifications

Specification Process

- Reach a decision on status of MicroProfile platform
  - Specification with TCK and compatible implementation
  - Marketing-only document
- Solidify and document requirements for certification requests
- Address compatible implementation plan for ballots

Branding and Compatibility Program

- Create a MicroProfile compatibility logo
- Branding and trademark guidelines for compatibility
- Usage handbook for logos including the compatibility logo
- Worldwide registration of required trademarks and logos
- MicroProfile trademark license agreement
- Approach for listing compatible implementations of the specifications
  - Specification pages
  - Compatible products page
  - Self-declared compatibility

MicroProfile