COMMUNICATIONS GUIDELINE

JCP EC marketing will work toward ensuring accurate, timely and smooth communication of JCP announcements. The JCP marketing committee has developed a set of guidelines in support of the JCP communication process to help synchronize public communication about the JCP, primarily communication through social media, blog, press releases.

**Shared Calendar:** password protected, use “JCP EC”

- Scheduled activities
- Public discussions
- Panels
- Keynotes
- Interviews
- Briefings
- Campaigns
- Events (membership, voting, etc)
- Meetings

**Method of Communications:**

- **Twitter** - individual, corporate, JCP
- **Facebook** - individual, corporate, JCP
- **LinkedIn** - individuals, corporate, JCP group
Current EC Members: https://jcp.org/en/participation/committee

Participating EC Members:

<table>
<thead>
<tr>
<th>EC Member</th>
<th>Representative</th>
<th>Email</th>
<th>Twitter</th>
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</thead>
<tbody>
<tr>
<td>JCP Chair</td>
<td>Heather VanCura</td>
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<td>@fujitsu_global</td>
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<td>@goldmansachs</td>
</tr>
</tbody>
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OBJECTIVES COMMUNICATIONS/SOCIAL MEDIA

Objective:

- Highlight your role as a leader in the Java community
- Grow the JCP program
- Expand awareness and influence of you as a JCP EC Member
This also positively impacts the JCP overall. A shared calendar of EC member communications, suggested frequency and messages.

**Campaigns – JCP EC members focus areas:**

1. Membership drive (1-2 times/year)
2. EC Elections (annually)
3. JSR participation (on-going)
4. Community involvement (on-going)
   a. Adopt-a-JSR
   b. Adopt-a-JDK/Adoption Group

**MESSAGE**

**Membership**

- JCP Participation is open to everyone
- The JCP gives you a chance to participate in the evolution of the Java platform
- Open platform to offer suggestions for improving and growing the technology

More about [membership drive](#).

Anyone can participate in the JCP at a variety of levels:

- Observer
- Registered user
- Associate Member
- Partner Member
- Full Member
- EC Member

**EC Elections**

- Join the JCP program now to participate in the annual Executive Committee Elections happening October through November 2017.

**JSR Participation**

- `<name, number>` EC Member participates in `<XXX>` JSR `<number>` and `<titles>` `<description>` to influence direction or Java technology in this area.
Community

- Community Members work together with the JCP program in Adopt-a-JSR to make the technology they use every day

UPCOMING EVENTS

JavaOne

- [Membership drive](#)
- [JCP at JavaOne: TBD](#)
- [Hackergarten - TBD](#)
- IoT - TBD
- “Java, the JCP, and You [CON2197]" with Heather VanCura & Naoko Hamamto
- “Meet the JCP and Java Standards Leaders [BOF2205]" with Heather VanCura, Harold Ogle, Linda Demichiel

Elections 2017

Nominations open on 26 September:

- All dates will be posted on JCP.org Election page: https://jcp.org/en/whatsnew/elections
- Ratified seats expiring in 2017
  - ARM
  - Credit Suisse
  - Fujitsu
  - HPE
  - IBM
  - Intel
  - Red Hat
  - Sou Java
- Elected seats expiring in 2017
  - Hazelcast
  - Tomitribe
  - Twitter
- Associate seat expiring in 2017
  - Werner Keil
Meet the EC Candidates Call

- 26 October 10 am PDT

Public EC Meeting

- 12 December 9-10 am PST

EXAMPLE DESIGN & MESSAGE