



Talking Points

A newsletter for University of Kansas Communicators

FEBRUARY 2026

Welcome to the revived [Talking Points newsletter](#). Through last years communications survey, focus groups and other feedback from KU Communicators across the university, we heard your desire for more information about university strategic priorities, areas of focus for KU leadership, and how we can work together to strengthen the KU Communicators community. If you have questions or suggestions, please reach out. Thanks for all you do on behalf of the university!

Leadership Brief

— Cinnamon Blair

I'm continually grateful for the creativity, care and professionalism all of you bring to communications and marketing functions across KU. This work truly matters, and I look forward to getting to know you and your areas better.

As we move into a busy period for institutional communications, I want to share a bit of high-level context and alignment that I hope will be useful in our shared work. I'm excited about where we are as a university and the opportunities to continue strengthening our shared narrative, supporting one another and learning together.

KU Strategic Communications & Marketing AI Community of Practice

In support of [One KU](#) and the university's commitment to responsible innovation, we will be creating a Strategic Communications and Marketing community of practice focused on the effective, ethical use of artificial intelligence. This community will bring together strategic communications professionals and faculty experts from across KU to share practical use cases, tools, lessons learned and best practices for applying AI to strategy, content development, analytics, accessibility and workflow efficiency.

By learning together, we can reduce duplication of effort, strengthen alignment with KU policies, governance and brand standards, and thoughtfully accelerate innovation while managing risk.

To help shape this community, **please share what AI content and guidance you'd find most valuable and what outcomes would make this effort successful for you.** Please share your thoughts through the Qualtrics survey button below.

[SHARE YOUR THOUGHTS](#)

Look for more information in the coming weeks.

Best,

Cinnamon

Chancellor Highlights How KU Serves Kansas in Legislative Presentations

KU can drive prosperity and serve Kansans like no other entity can, but we need support from elected officials to do it. That was Chancellor Girod's core message last month in multiple presentations to Kansas legislators who are shaping the state's budget for next year.

On Jan. 21, the Chancellor [presented](#) to the House Higher Education Budget Committee about how KU creates economic growth, provides healthcare to Kansans and conducts research that benefits society. On the morning of Jan. 26, he [shared a similar message](#) with the Senate Ways and Means Committee, followed by an evening discussion with lawmakers about how college athletics are impacting university finances.

In each presentation, the Chancellor emphasized KU brand themes that will likely sound familiar to KU Communicators and that we encourage you to use in your communications.

Help Make One Day One KU 2026 Unmissable

One Day One KU is most powerful when campus communicators are part of the plan from the start. Join KU Endowment for one of two communicator-focused sessions designed to give you what you need to confidently promote, align and amplify [giving day](#) (April 28-29) across all our campuses.

These two-hour sessions, one in person and both available via Zoom, are your chance to preview what's ahead, ask questions and build momentum together.

KU Endowment's Justin Henning and Ricardo Zamora will cover:

- **Power Hours:** How they'll work in 2026 and how you can plug in for impact
- **Communicator Toolkit:** A first look at 2026 assets, messaging and access
- **Open Q&A:** Your questions, ideas and insights as we gear up for giving day

Join us in person on Feb. 10, if you can, for snacks and ODOKU swag. Both sessions will cover the same material, and you'll leave with clarity, tools and a shared game plan to help make One Day One KU 2026 truly unmissable.

Add to your calendar:

Session One: Tuesday, Feb. 10

In-person/online at the KU Endowment Board Room, 10 a.m. – noon

[Add to Outlook](#) or [Google](#) | [Zoom link](#)

Session Two: Thursday, Feb. 12

Online only, 9 – 11 a.m.

[Add to Outlook](#) or [Google](#) | [Zoom link](#)

KU Marketing & Branding



Created by KU launch

We've been sharing individual Created by KU stories with you this winter. You may have read about KU's [research prowess](#) or [teaching excellence](#). Perhaps you learned something new about KU's work to [protect Kansas water](#) or how KU [research in art and science brings the medicine out in music](#).

Now, we're happy to share these stories with you as part of a new, long-form storytelling platform that highlights brilliant KU creations and the Jayhawks who make them possible: [Created by KU](#).

Though this site is intended primarily to share KU stories with external audiences, the KU community is welcome to subscribe, as well. Have a story idea? Let us know at createdby@ku.edu.

Towering Toward the Blue Editorial Theme Calendar

The editorial theme for February and March is **#CreatedByKU**. Celebrate KU research endeavors and revel in results and accomplishments as you share stories about what KU creates — and how it betters the world.

Q1 TV spot

[Watch this quarter's TV spot](#) featuring Elaina Sutley, associate professor of civil, environmental, and architectural engineering, and her work to help keep communities safe in the worst weather.

Emma HQ Contact List Management

In November 2025, we negotiated early renewal of the KU Lawrence Emma HQ agreement. Included in the new agreement is an increase of our enterprisewide contacts limit to avoid overage charges.

At both KU Lawrence and KU Medical Center, it's important for Emma HQ users to practice good contact list hygiene, which can improve unit email metrics and help us stay under our maximum enterprisewide contact limits.

Did you know?

If you archive a Group in Emma HQ, that does not automatically archive the contacts in that Group. To archive contacts along with the Group:

1. Click on the Group to see the contacts in that Group
 2. Select "Archive All" from the **Actions** button drop-down options
 3. Then, archive the Group
-

Share Kudos!

Each month we want to recognize the great communications and marketing work happening across the university. We also want to give a shout-out when KU Communicators help other KU Communicators.

If you see work from a unit that deserves recognition, or you want to publicly acknowledge help or support you received from a communications colleague, send an email to kucoms@ku.edu with a few sentences to share in the next issue of Talking Points.



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