

# Preparing Institutions for Free College Application Week

Division of College and Career Advising

September 11, 2026



# The ApplyTexas Team



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# Today's Goal

Ensure every institution leaves today prepared for Free College Application Week.

By the end of this webinar, you will understand:



## REQUIREMENTS

What Free College Application Week requires of your institution.



## READINESS

What your institution must complete before October 1.



## IMPROVEMENTS

What's changing in ApplyTexas for 2026.



## SUPPORT

How THECB is preparing and supporting institutions.



## RESPONSE

What to expect and what to do if issues arise during Free College Application Week.



**Our goal:** A coordinated, prepared, and successful Free College Application Week for students and institutions statewide.

# About Free College Application Week



## FEE WAIVER REQUIREMENT

All public colleges and universities in Texas must **waive undergraduate admission application fees** for Texas residents applying through [ApplyTexas](#), including any available term.



## SUBMISSION DEADLINE & ELIGIBILITY

Applications must be submitted by **11:59 p.m. CST on October 18, 2026**. (Applications that are started but not submitted will not qualify.) All institutions must use the official **submission timestamp** to determine eligibility, not the **transmission timestamp** since transmissions occur at various scheduled times.

# Free College Application Week



## STATEWIDE GOAL

Increase the number of submitted ApplyTexas applications to 350,000 by working together with Texas public institutions to provide a seamless, student-centered application experience.

### 2025 RESULT



**263,891**

Submitted ApplyTexas Applications



Thank you for your partnership  
in making Free College  
Application Week a success!

### 2026 STATEWIDE GOAL



**350,000**

Submitted ApplyTexas Applications



Your continued participation  
is critical to reaching this goal.

### GROWTH NEEDED



**+86,109**

**+33% Increase**  
over 2025



Together, we can expand  
opportunities for more Texans.

# Requirements

- Texas Administrative Code, Chapter 20, Subchapter B, [Rules 20.30-20.34](#), outlines requirements for Free College Application Week authorized under Texas Education Code Section 61.0731.

Institutions must:

- Waive admission application fees for [Texas residents](#) applying to undergraduate programs via ApplyTexas.
- **Prominently post a link to [My Texas Future](#)** on the admissions webpage, along with a notice to students that ApplyTexas may be used alongside any alternative application platform the institution accepts.
- Post information about [Free College Application Week](#) and the fee waiver prominently on the institution's admissions website.

# Free College Application Week: SB2231

(4) Undergraduate Admission Application--Any application submitted for admission to an undergraduate program for **any available term**. This includes:

- (A) Undergraduate (two-year);
- (B) Undergraduate (four-year);
- (C) Transfer;
- (D) Returning Student; and
- (E) Visiting Student.

# Institution Readiness Checklist

Complete the following by **October 1** to ensure your institution is ready for Free College Application Week (October 12–18, 2026).

**OCTOBER 1**

**Readiness  
Deadline**

| ✓  | ACTION ITEMS                                                                                        | STATUS                   |
|----|-----------------------------------------------------------------------------------------------------|--------------------------|
| 1  | Confirm all applicable undergraduate application types are available.                               | <input type="checkbox"/> |
| 2  | Confirm majors are configured and available.                                                        | <input type="checkbox"/> |
| 3  | Verify application deadlines.                                                                       | <input type="checkbox"/> |
| 4  | Review applicant-facing messages.                                                                   | <input type="checkbox"/> |
| 5  | Ensure your admissions webpage(s) include required information about Free College Application Week. | <input type="checkbox"/> |
| 6  | Confirm the My Texas Future link and required notice are prominently posted.                        | <input type="checkbox"/> |
| 7  | Identify your institution's Free College Application Week point of contact.                         | <input type="checkbox"/> |
| 8  | Ensure admissions/application processing teams understand fee-waiver handling.                      | <input type="checkbox"/> |
| 9  | Ensure technical teams understand application transmission expectations.                            | <input type="checkbox"/> |
| 10 | Share Free College Application Week support and escalation procedures internally.                   | <input type="checkbox"/> |



## DO



Use custom application messaging to inform eligible students that the application fee will be waived during Free College Application Week.



Ensure your admissions, recruitment, and technical teams are informed and ready.



## DON'T



You do **NOT** need to change ApplyTexas fee settings.

Application fees for eligible Texas residents will be automatically waived during Free College Application Week. No system changes are required.



### Need help?

Refer to the Resources and Support section for contact information and additional guidance.

# Application Configuration

## Readiness Checklist | Action #1: Application Types

By **October 1, 2026**, ensure that all school card, majors, and applicable Fall 2027 undergraduate application types are configured and available to applicants, including the following:

- Undergraduate (two-year)
- Undergraduate (four-year)
- Transfer
- Returning Student
- Visiting Student

# What We Learned

What We're Doing About It

# Institutions Shared. We Responded.

| You Shared                                        | 2026 Response                                                  |
|---------------------------------------------------|----------------------------------------------------------------|
| Students submitted rushed/incomplete applications | Student planning worksheet + preparation resources             |
| Counselors need clearer guidance                  | K–12 training + Free College Application Week toolkit          |
| Students select incorrect terms                   | New term-selection warning                                     |
| Application experience can be confusing           | Updated school search/application flow                         |
| Institutions need stronger readiness/support      | Load testing, operational runbook, monitoring and support plan |

# How THECB Is Preparing

# Free College Application Week Readiness

- **Prepare** – Equip institutions, counselors, and students with the resources needed for a successful launch
- **Validate** – Confirm platform performance, operational readiness, and support coverage through testing
- **Execute** – Provide coordinated monitoring, communications, and incident response throughout Free College Application Week
- **Evaluate** – Measure outcomes, gather partner feedback, and identify improvements for future implementation

# What THECB Is Doing to Prepare

| Communications & Partner Readiness                                                                                                                                                                    | Student Resources & Support                                                                                                                                        | Technical Readiness                                                                                                                                                             | Operational Readiness                                                                                                                                                        | Monitoring & Response                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Executive communications</li><li>• Institution engagement</li><li>• Counselor training</li><li>• Conference outreach</li><li>• Readiness checklists</li></ul> | <ul style="list-style-type: none"><li>• FCAW webpage updates</li><li>• Frequently Asked Questions</li><li>• Student resources</li><li>• Marketing assets</li></ul> | <ul style="list-style-type: none"><li>• Load and stress testing</li><li>• Performance tuning</li><li>• Infrastructure validation</li><li>• Go/No-Go readiness reviews</li></ul> | <ul style="list-style-type: none"><li>• Event runbook</li><li>• Escalation procedures</li><li>• On-call Coverage</li><li>• Help Desk</li><li>• Business continuity</li></ul> | <ul style="list-style-type: none"><li>• Command center</li><li>• Live dashboards</li><li>• Incident management</li><li>• Daily status reports</li><li>• Post-event reporting</li></ul> |

# Communications & Partner Readiness

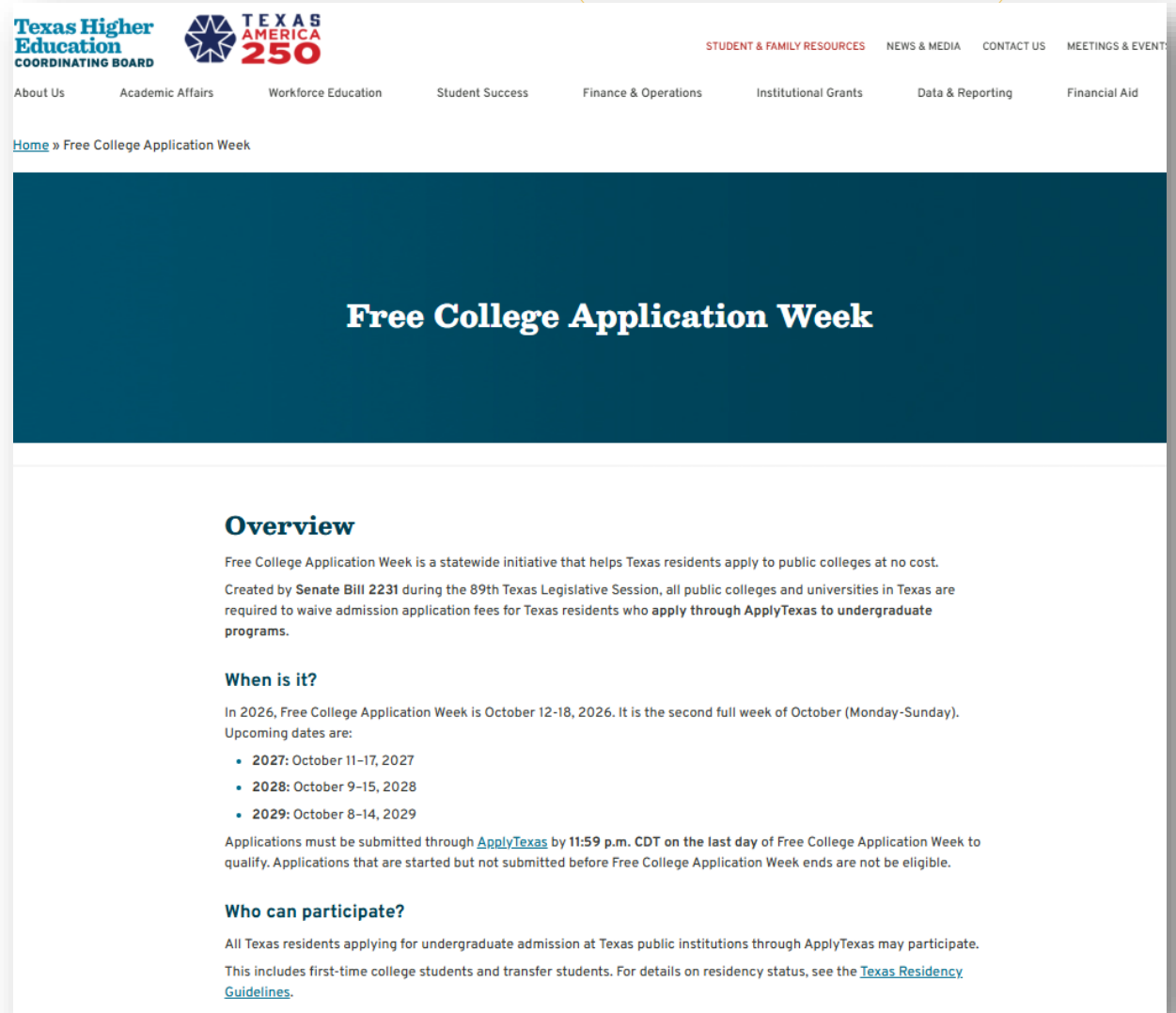
# Communications



- **Includes** ready-made social media graphics.
- **Provides** newsletter and one-pager templates.
- **Contains** a sample press release for schools and districts.
- **Offers** messaging that can be shared with students, families, and staff.

# Partner Trainings

- **Institution Partners**  
September 11
- **K12 Partners**  
September 15



The screenshot shows the Texas Higher Education Coordinating Board website. The header includes the board's name and logo, along with navigation links for Student & Family Resources, News & Media, Contact Us, and Meetings & Events. A secondary navigation bar lists various departments like About Us, Academic Affairs, Workforce Education, Student Success, Finance & Operations, Institutional Grants, Data & Reporting, and Financial Aid. The main content area features a large dark blue banner with the text "Free College Application Week". Below this, the "Overview" section explains that the initiative helps Texas residents apply to public colleges at no cost, created by Senate Bill 2231. It also lists the dates for the upcoming weeks: 2027 (October 11-17), 2028 (October 9-15), and 2029 (October 8-14). The "When is it?" section specifies the dates for the 2026 event (October 12-18). The "Who can participate?" section states that all Texas residents applying for undergraduate admission through ApplyTexas may participate, including first-time and transfer students, with a link to the Texas Residency Guidelines.

**Texas Higher Education Coordinating Board**

**TEXAS AMERICA 250**

STUDENT & FAMILY RESOURCES | NEWS & MEDIA | CONTACT US | MEETINGS & EVENTS

About Us | Academic Affairs | Workforce Education | Student Success | Finance & Operations | Institutional Grants | Data & Reporting | Financial Aid

[Home](#) » Free College Application Week

## Free College Application Week

### Overview

Free College Application Week is a statewide initiative that helps Texas residents apply to public colleges at no cost. Created by **Senate Bill 2231** during the 89th Texas Legislative Session, all public colleges and universities in Texas are required to waive admission application fees for Texas residents who **apply through ApplyTexas to undergraduate programs**.

### When is it?

In 2026, Free College Application Week is October 12-18, 2026. It is the second full week of October (Monday-Sunday). Upcoming dates are:

- **2027:** October 11-17, 2027
- **2028:** October 9-15, 2028
- **2029:** October 8-14, 2029

Applications must be submitted through [ApplyTexas](#) by 11:59 p.m. CDT on the last day of Free College Application Week to qualify. Applications that are started but not submitted before Free College Application Week ends are not eligible.

### Who can participate?

All Texas residents applying for undergraduate admission at Texas public institutions through ApplyTexas may participate. This includes first-time college students and transfer students. For details on residency status, see the [Texas Residency Guidelines](#).

# Upcoming Webinar Learning Opportunities

Overview of ApplyTexas

**Thursday, September 24, 2026**

10 a.m. - 11 a.m. (CDT)

New Features, Better Support: Exploring ApplyTexas Updates

**Tuesday, October 20, 2026**

10 a.m. - 10:30 a.m. (CDT)

ApplyTexas Counselor Suite Training

**Wednesday, November 18, 2026**

10 a.m. - 11 a.m. (CST)

[Register Now](#)

# Student Resources & Support

## Free College Application Week

Free College Application Week is held annually during the second full week of October. In 2026, Free College Application Week will take place from October 12 to 18. During this week, Texas residents can apply to participating Texas public colleges and universities for undergraduate admission through ApplyTexas without paying an application fee. Check the ApplyTexas website each year for current dates and participation details.

### Ready to start your application?

Visit ApplyTexas to learn more, create an account, and start your first application.

[Apply](#)

Great! You've done your research, built your college list, and gathered the materials you'll need to apply. Before you apply, make sure you've reviewed each college's admission requirements, application deadlines, and list of required materials. Now it's time to take the next step. Learn about ApplyTexas, review the application process, and get ready to submit your application with confidence.

## What is ApplyTexas?

ApplyTexas is like the Common App, but specifically for Texas schools. You can apply to any Texas public university or community college, and many private universities with this single application. On ApplyTexas, you can complete the following tasks:

- Apply for admission to any Texas public university or participating community and private colleges.
- Apply as an undergraduate, graduate, transfer, visiting (temporary), readmission, or international student.
- Submit application essays online.
- Apply for scholarships from participating schools.
- Apply for scholarships from participating schools.

## Gather what you'll need

Before you get ready to start your college application on ApplyTexas, make sure you've gathered all the information you'll need ahead of time.

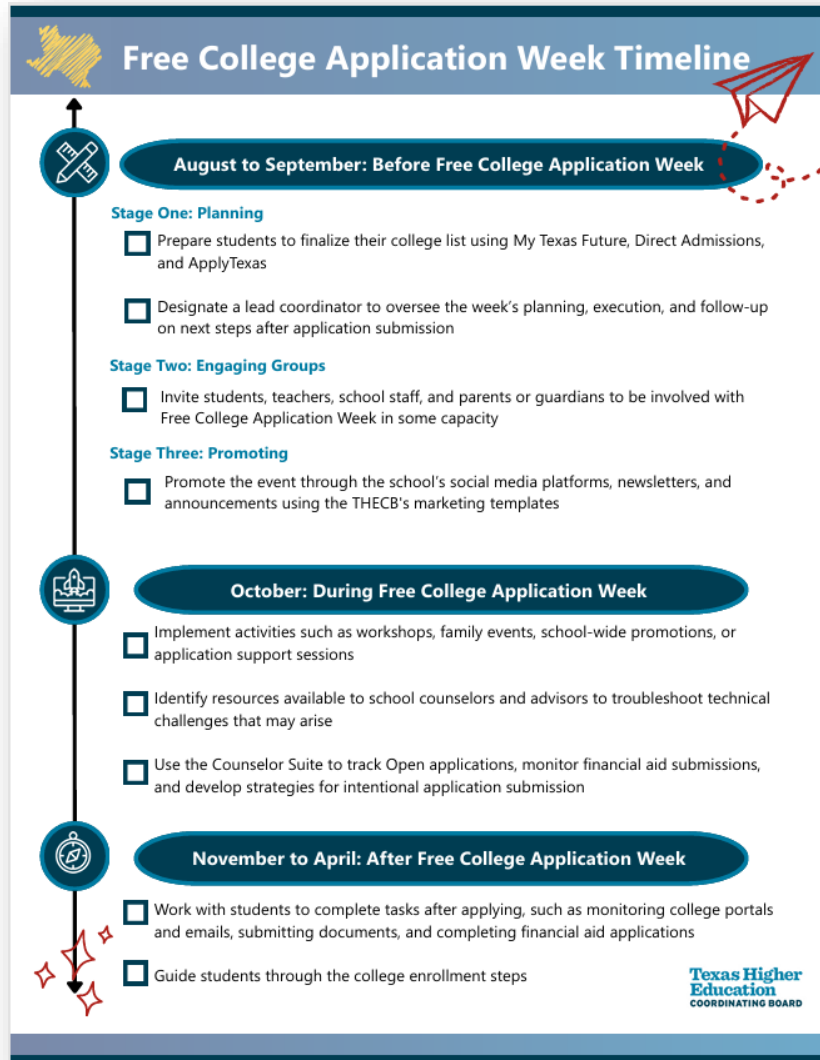
Gathering the information in this checklist before beginning an admission application will simplify the process.

- **Personal information:** Social Security number (if applicable), permanent mailing address, city/state/country of birth, phone number, emergency contact information
- **High school information:** Beginning and ending dates for high school and previous college or university you've attended, if applicable
- **Extracurricular information:** Details of any extracurricular or volunteer activities and talents, awards, and honors, including dates, description, place of service, and positions held
- **Test information:** Month and year for any official test taken or planned, including ACT, SAT<sup>®</sup>, TOEFL, and IELTS
- **Senior-year coursework:** If you're applying as a US college freshman, the titles and credit values of high school courses you're currently taking and will take during your senior year
- **Previous college credit:** The titles, numbers, and credit values of college courses you're taking or will take before enrolling at the school you apply to (for dual credit, transfer, readmission, and graduate student applicants)

# My Texas Future Application Guidance

- **Learn** how to apply to Texas colleges using ApplyTexas.
- **Prepare** required academic and personal information before applying.
- **Follow** the application process from account creation to submission.
- **Explore** scholarship opportunities and application fee waivers.
- **Understand** deadlines, requirements, and next steps after applying.

# Free College Application Week Toolkit



- **Identifies** the need for a lead coordinator.
- **Provides** a month-by-month preparation timeline.
- **Outlines** what to do before, during, and after Free College Application Week.
- **Helps** campuses move from ideas to action.

# Student Planning Worksheet

*"A simple tool that helps students come prepared and ready to submit applications."*

**APPLY ★ TEXAS**  
Core Questions:  
Student Planning Worksheet

Before you start your ApplyTexas application, use this worksheet to gather your information. Completing this first will help you save time and avoid mistakes.

**Section 1: About you**  
You will need to add your basic personal, contact, and background information.  
Fill in your information:  
Legal first name: \_\_\_\_\_

**Section 2: Household**  
You will need to add information about your parent(s), guardian(s), and household.  
Fill in your information:  
Parent/Guardian name: \_\_\_\_\_  
Additional parent/guardian 2 name (if applicable): \_\_\_\_\_  
Emergency contact name: \_\_\_\_\_  
Emergency contact phone: \_\_\_\_\_  
Texas residency status: \_\_\_\_\_ Do you help support your family financially? ☐ Yes ☐ No  
If yes, explain briefly: \_\_\_\_\_

Have the following ready (check when complete):  
☐ Proof of residency ☐ Your tax records (if applicable)  
☐ Parent/Guardian citizenship documents (if applicable) ☐ Parent/Guardian tax records

**Helpful tip:**  
If you are unsure about residency or tax information, ask a trusted adult early.

**Section 3: Education and testing**  
You will need to add your academic history and test scores.  
Fill in your information:  
High school name: \_\_\_\_\_  
Graduation date (month/year): \_\_\_\_\_ Have you attended college before? ☐ Yes ☐ No  
If yes, list college(s): \_\_\_\_\_  
Certifications (if any): \_\_\_\_\_  
College entrance exams taken: ☐ SAT ☐ ACT ☐ Other: \_\_\_\_\_ Highest scores: \_\_\_\_\_

Have the following ready (check when complete):  
☐ High school transcript ☐ GED or equivalency certificate (if applicable)  
☐ College transcript (if applicable) ☐ Test score reports

**Helpful tip:**  
Report your scores exactly as they appear on official reports through your College Board or ACT account.

**TEXAS ONCOURSE**

**Section 4: Activities and achievements**  
You will need to add information about your involvement outside the classroom.

|                                                                         |  |
|-------------------------------------------------------------------------|--|
| Extracurricular activities (examples: clubs, sports, or organizations): |  |
| Volunteer experience:                                                   |  |
| Awards and honors:                                                      |  |
| Employment (if applicable):                                             |  |

Have the following ready (check when complete):  
☐ Resume (if you have one) ☐ List of awards and honors  
☐ List of activities, volunteering, paid work, or unpaid work

**Helpful tip:**  
Include leadership roles, responsibilities, and how long you participated. Do not forget that family responsibilities also count!

**Final Check**  
Before you start ApplyTexas, make sure you have:  
☐ Completed all sections in this worksheet  
☐ Gathered all required documents  
☐ Reviewed your information for accuracy

You are ready to begin your application. Take your time and double-check your answers.

**TEXAS ONCOURSE**

- **Organizes** application information
- **Helps** students prepare in advance
- **Supports** smoother application events
- **Reduces** last-minute questions

# Student Experience

What's Different in 2026

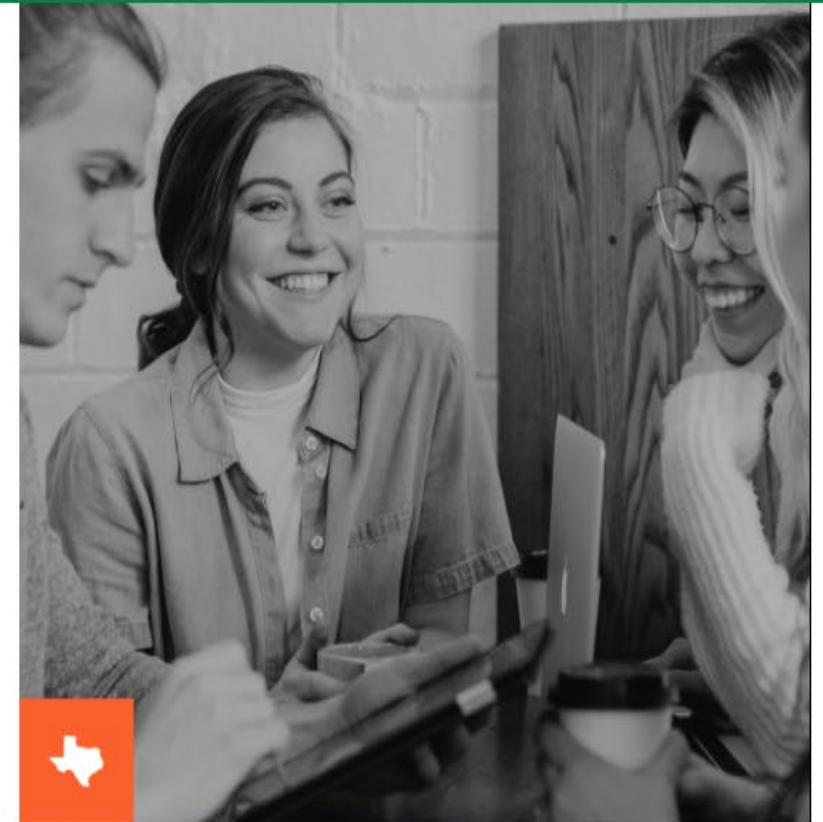
 **It's Free College Application Week!**

Application fees are waived between 12:00 a.m. CDT on October 12, 2026, through 11:59 p.m. CDT on October 18, 2026. Texas residents can apply to any undergraduate program at Texas public institutions through ApplyTexas without paying an application fee. You may still see a fee and payment instructions during the application process, but eligible applicants won't have to pay for any applications submitted this week. For additional information and eligibility, please [visit the Free College Application Week webpage](#).

## Many schools, one application

Apply to college with a single application. With ApplyTexas, you can apply to any Texas public university and many Texas community colleges and private universities.

Create a free account



# ApplyTexas Application Process

- Answer screener questions to find your Application Type
- Complete Core Questions (common to all applications)
- Find and complete school applications
- After submitting, send transcripts, scores, fees directly to each school

APPLY  TEXAS

DashboardCore QuestionsSchool searchWelcome, Syl

## Welcome to ApplyTexas

Congratulations on signing up for ApplyTexas! Your college journey starts today. ApplyTexas allows you to apply to multiple schools using a single application. Here's how it works.

### Before you start:



**Discover the right degree and certificate programs for you**  
Visit My Texas Future to explore programs and compare career options. Use this information to build a list of schools that are right for you. When you're ready, return to ApplyTexas to submit your application.

[Explore programs !\[\]\(dfb94b748aafd7eae3d658d0a9f78f7c\_img.jpg\)](#)

### Completing your application:



**Step 1**  
**Find the right application**

Answer a few questions to help us determine the type of application you need to fill out.



**Step 2**  
**Complete Core Questions**

Core Questions are a set of common questions you can use to apply to multiple schools.



**Step 3**  
**Select a school and apply**

Finish your application by submitting answers to school-specific questions or essays.

### Remember to:

- ✓ Gather the recommended materials listed at the start of each section.
- ✓ Take breaks as you go. You can always save and come back later.
- ✓ Take your time and carefully review what you enter.

[Go to dashboard](#)

[Find the right application](#)

APPLY  TEXAS

Contact usTerms of ServiceAccessibility

Counselor SuiteAdmin SuiteMy Texas Future

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# Updates to the School Search experience

- Only schools are shown in the results (not the specific application and semester)
- The school will only appear if it offers their application type (based on the screener)

## School search

The school search allows you to find colleges and universities to apply to using ApplyTexas. You can search by school name or filter based on semester, application type, and more.

**Have more questions about schools?**

Use the Program Explorer from My Texas Future to find more information on average tuition, enrollment, and programs offered by different schools.

[Explore programs](#)

School

[More filters](#)

☒ Only show schools with your app type   
Dual credit, Undergraduate (two-year),  
Undergraduate (four-year)

Viewing 20 of 1500 results

Sort by: **Alphabetical (A to Z)**

**Abilene Christian University**  
4-year university | Private | Abilene, TX

[View details](#)[Apply](#)

**Amarillo College**  
2-year college | Public | Amarillo, TX

[View details](#)[Apply](#)

**Amberton University**  
4-year university | Private | Garland, TX

[View details](#)[Apply](#)

# Clicking "Apply" prompts the student to choose their app type (if they qualify for multiple) and their starting semester

### Which program are you applying to?

Select the program you want to enroll in at University of Texas at Austin. \*

☐ **Undergraduate (4-year)**  
Starting a bachelor's degree at the university

☐ **Dual credit**  
Taking college classes while in high school

[Next](#)

### Select the semester you plan to start

☐ Spring 2027

☐ Summer I 2027

☐ Summer II 2027

☐ **Fall 2027 (most common)**

[Show all available semesters](#)

[Back](#) [Start application](#)

# An alert will appear if the student chooses a semester that starts before they graduate

This is based on the graduation date entered in Core Questions.

It will not appear for Dual Credit applicants, and it will not prevent them from moving forward.

### Select the semester you plan to start

☒

Spring 2027

It looks like you're not eligible for this semester based on your graduation date. You can still apply, but make sure your graduation date is correct.

☐

Summer I 2027

☐

Summer II 2027

☐

Fall 2027 (most common)

☐

Spring 2028

☐

Summer I 2028

☐

Summer II 2028

[Show fewer semesters](#)

Start application

# Clicking "view details" will show deadlines and more

- Details will be shown for the student's app type(s)
- See deadlines, essay requirements, and fees
- Change the term to see deadlines and requirements specific to that semester

[School website](#) [Office of undergraduate admissions  
429 N. Park Street, Austin, TX 78712](#) [admissions@utexas.edu](mailto:admissions@utexas.edu) [512-123-4567](tel:512-123-4567)

Interested in applying to this school? Start an application to the University of Texas at Austin. [Save for later](#) [Start your application](#)

|              |              |                      |                          |                           |
|--------------|--------------|----------------------|--------------------------|---------------------------|
| <b>SAT</b> ⓘ | <b>ACT</b> ⓘ | <b>Avg tuition</b> ⓘ | <b>Graduation rate</b> ⓘ | <b>Total enrollment</b> ⓘ |
| 1230-1480    | 15-19        | \$15,000             | 95%                      | 50,894                    |

[Calculate your price per year](#) ⓘ

[Undergraduate](#) [Dual credit](#) [Available majors](#)

### Application details for Fall 2027

Select a semester to view details for another term

Fall 2027 ▾

### Undergraduate (4-year) applications

Any special message from the institution for four-year students enrolling into the Fall 2027 semester will be shown here.

### Deadline

|                          |                 |                              |
|--------------------------|-----------------|------------------------------|
| <b>Application opens</b> | <b>Deadline</b> | <b>Additional deadline</b> ⓘ |
| Jul 1, 2026              | Dec 1, 2026     | Nov 1, 2026                  |

### Essays

**Essay A** ✓ Required

Tell us your story. What unique opportunities or challenges have you experienced throughout your high school career that have shaped who you are today?

**Essay B** Optional

Most students have an identity, an interest, or a talent that defines them in an essential way. Tell us about yourself.

### Payment

|                |                                                                                                               |
|----------------|---------------------------------------------------------------------------------------------------------------|
| <b>App fee</b> | <b>Payment directions</b>                                                                                     |
| \$40           | Application fees, if applicable, are paid directly to the institution. Follow the institution's instructions. |

# Technical & Operational Readiness

# Technical Readiness

## THECB

- Load/stress testing
- Validate SPEEDE/FTP availability
- Infrastructure validation
- Performance monitoring
- Transmission monitoring
- Incident response

## Institutions

- Confirm institutional processing workflows
- Ensure appropriate technical contacts are available
- Monitor receipt of applications during the week
- Escalate abnormal transmission patterns

# Potential Free College Application Week Data & Insights

## Data Points Under Consideration

### Application Activity

- Total applications submitted by institution
- Application type
- Application term
- Year-over-year application trends

### Student & Geographic Insights

- School district and/or high school attended
- Geographic region
- Indicators that may help identify fee-waiver eligibility

We are exploring opportunities to provide institutions with data and insights following Free College Application Week. The final data set is still being evaluated and will depend on data availability and feasibility.

# What Happens During Free College Application Week?

# What To Expect

## A Coordinated Statewide Support Model

Throughout Free College Application Week, THECB and its partners will actively monitor the ApplyTexas environment and coordinate support to help maintain a reliable application experience.

### MONITOR

- ApplyTexas system performance
- Application activity and volume
- Application transmission

### COORDINATE

- Technical and operational teams
- ApplyTexas support
- Institution communications

### RESPOND

- Identify and assess reported issues
- Escalate incidents as appropriate
- Communicate significant impacts and updates

### SUPPORT

- Help Desk coverage
- Institution support
- Ongoing monitoring throughout the week

**Our priority:** Maintain a reliable application experience while keeping institutions informed of issues that may affect students or application processing.

# Your Institution's Role During the Week



1 | **MONITOR** Monitor incoming ApplyTexas applications and normal application transmission activity.



2 | **REPORT** Promptly report suspected issues through the designated ApplyTexas support channel.



3 | **STAY INFORMED** Monitor communications from THECB for significant issues, updates, or guidance.



4 | **COORDINATE INTERNALLY** Keep admissions, enrollment management, technical teams, and other appropriate staff aligned.



5 | **SUPPORT STUDENTS** Ensure student-facing staff know where to direct students who experience ApplyTexas issues.

If THECB communicates that an issue is already known, institutions should follow the guidance provided in that communication rather than creating duplicate reports.

# If an Issue Occurs During Free College Application Week

|                       |                                                                                                                                                                                                                      |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| REPORT                | REPORT All issues should be reported through the ApplyTexas Help Desk. Students, institutions, counselors, and other partners should use the Help Desk as the single point of entry for reporting ApplyTexas issues. |
| ASSESS                | ASSESS The issue is reviewed and assessed. The support team evaluates the issue, available details, potential impact, and whether additional technical or operational support is needed.                             |
| ESCALATE              | ESCALATE Issues are routed to the appropriate team. THECB, ApplyTexas support, and technical partners coordinate escalation based on the nature and scope of the issue.                                              |
| RESPOND & COMMUNICATE | RESPOND & COMMUNICATE Response and communications are coordinated. Appropriate teams work toward resolution. If an issue is significant or widespread, THECB coordinates broader communication and guidance.         |
| RESOLVE & MONITOR     | RESOLVE & MONITOR Resolution is confirmed and monitoring continues. Teams continue monitoring to ensure system stability and identify any recurring impacts.                                                         |

**IMPORTANT:** Start with the ApplyTexas Help Desk. Reporting issues through one centralized channel helps us identify trends, assess the scope of an issue, coordinate escalation, and respond more effectively.

## Help Us Resolve Issues Faster

When submitting a Help Desk ticket, provide:

- A clear description of the issue
- Date/time experienced
- Error message or screenshot, when available
- Relevant application or transmission details

# From Readiness to Action

What your institution should do next  
Prepare. Confirm. Communicate. Be Ready.

# Your Institution's Readiness: Five Actions to Take Now



**CONFIGURE** Complete and validate application types, majors, deadlines, and applicant-facing messaging by October 1.



**COMMUNICATE** Publish required Free College Application Week information and the My Texas Future link/required notice; brief appropriate institutional teams.



**VALIDATE** Confirm application processing and transmission readiness.



**PREPARE** Ensure admissions, outreach, technical, and support teams understand their roles and internal coordination process.



**SUPPORT** Know how to access the ApplyTexas Help Desk and what to do if an issue occurs.

## October 1 Readiness Goal:

- Application configurations complete
- Institutional teams informed
- Support pathways understood

— Free College Application Week 2026

# Key Dates & Milestones

Mark your calendar for these important dates.



**Reminder:** Eligibility is based on the official application **submission timestamp**, not the transmission timestamp.

# Looking Ahead: Future Free College Application Week Dates

Every year, Free College Application Week is the second full week of October (Monday-Sunday).

Upcoming dates are:

**2027:** October 11–17, 2027

**2028:** October 9–15, 2028

**2029:** October 8–14, 2029

# Resources & Support



## PREPARE



[Free College Application Week webpage](#)



[Free College Application Week toolkit](#)



[My Texas Future](#)



[Additional training opportunities](#)

## GET HELP

- [ApplyTexas Help Desk](#)
- [Free College Application Week FAQs](#)
- [ApplyTexas Resources](#)

**Experiencing an ApplyTexas issue?** Start with the ApplyTexas Help Desk.

FREE COLLEGE APPLICATION WEEK 2026

# Countdown to Free College Application Week

OCTOBER 12 – 18, 2026



**4**  
WEEKS



**5**  
DAYS

*until October 12*

FREE COLLEGE APPLICATION WEEK BEGINS



MORE  
OPPORTUNITY.  
A BRIGHTER  
TOMORROW.  
FOR A STRONGER  
TEXAS.

# Questions & Discussion

What questions remain?

What does your institution still need to feel prepared?

Is there anything THECB can clarify before October 12?



# Texas Higher Education

## COORDINATING BOARD

Thank you!

