

Free College Application Week: Ways to Share

Free College Application Week Background

During the 89th legislative session, SB2231 passed allowing The Texas Higher Education Coordinating Board to propose new rules establishing **Free College Application Week** starting with the 2025–26 school year. During this week (the second Monday in October through the following Sunday), Texas public institutions must waive undergraduate admission application fees for Texas residents, including first-year freshman and undergraduate transfer applicants.

Use the outreach strategies below to help ensure students, families, and counselors are informed and empowered to take advantage of this opportunity.

Announcement

Make an announcement about Free College Application Week across your institution.

Sample Announcement

The Texas **Free College Application Week** is a statewide initiative designed to provide broader access to the college application process.

[Insert institution name] is proud to participate in Texas' Free College Application Week, taking place **October 13-19, 2025**. During this statewide initiative, first year applicants and transfer applicants will be eligible to apply at no cost via the ApplyTexas application system.

Students who want to take advantage of this opportunity should be ready to submit an application by October 19, 2025.

Website

Use this sample text on your website to help students take advantage of this statewide opportunity to apply for free.

Example Homepage Banner

Headline: Apply to [insert institution name] for Free – October 13-19!

Subtext: We're participating in **Free College Application Week!** Texas residents can apply for undergraduate admission **without paying an application fee**. No special codes. No extra forms. Just apply!

CTA Button: [Start Your Free Application] – link to ApplyTexas.

Example Admissions Page Section

Free College Application Week

From October 13 through 19, application fees are waived for Texas residents applying to [insert institution name].

Who qualifies?

Texas residents

First-time freshman and transfer applicants

How to apply?

[Insert your institution's instructions for submitting an application through ApplyTexas].

Social Media

Social media is a great tool to help notify students, families, and counselors about Free College Application Week. Below are some sample messages you can use on your school's social media accounts, so students know when and how to submit their applications without paying a fee.

Sample Messages

Texas' Free College Application Week is taking place **October 13-19, 2025!** [Insert institution name] is proud to support this initiative to provide greater access to higher education for all Texans.

No application fees. More opportunities. Learn more: [Insert link to announcement/press release/memo or website]. [#TXFreeCollegeAppWeek].

From **October 13-19, 2025**, you can apply to [insert institution name] for FREE during Texas' Free College Application Week!

No fees. More access. Greater opportunities. Use ApplyTexas to apply for free. [#TXFreeCollegeAppWeek].

Call or Text Campaigns

Include Free College Application Week reminders in student outreach phone banking or text alerts.

Sample Messages

Hi [First Name]! Great news! Your application to [insert institution name] is free if you apply between October 13-19. Don't miss Free College Application Week!

Texas Free College App Week is coming **October 13-19, 2025!** Start your application today: [Insert condensed link].

Don't miss your chance to apply to [insert institution name]! Texas Free App Week is **October 13-19, 2025**. Details: [Insert condensed link].
Reminder texts: Texas Free App Week begins tomorrow. Apply to college for free by **October 19, 2025**. Start Now: [Insert condensed link].

Marketing E-mail Campaign

Use the following examples, based on audience segment, to spread the word about Free College Application Week.

Sample E-mails

High school seniors and other prospective students

Subject Line:

Apply to [insert institution name] for FREE – One Week Only!

Header:

Save Your Spot. Save Some Money.

Body:

Thinking about applying to [insert institution name]? Great news!
During **Free College Application Week (October 13–19)**, your **application fee is waived**—no promo code or waiver form needed.

How to Get Started:

- ✓ Visit MyTexasFuture.org
- ✓ Start your application through ApplyTexas
- ✓ Submit between **October 13 and 19**

Skip the fee and take your first step toward college. We can't wait to see your application!

School counselors and college advisors

Subject Line:

Support Your Seniors During Free College Application Week!

Header:

Let's Help Students Apply—Without the Fee

Body:

From **October 13 to 19**, all **Texas public institutions of higher education** are required to waive undergraduate application fees for Texas residents. That means your students can apply to colleges across Texas—for free!

Here's what you need to know:

Applies to first-time freshman and transfer applicants

No waiver forms or codes required

Submit applications through ApplyTexas

Help us spread the word. You can share MyTexasFuture.org with your students and families to explore options and submit their applications.

Thank you for all you do!

Additional Outreach Channels

Include Free College Application Week as part of any fall outreach, including college fairs, campus tours, and high school events. Partner with high school counselors to share flyers, presentations, or quick guides. Use a combination of the language provided above to tailor the announcement to your campus!