

Free College Application Week Ways to Share K-12

Announcement:

Counselor/Students: Texas students—get ready to apply to college for FREE!

Texas Free College Application Week is happening **October 13–19, 2025**. During this week, Texas public colleges and universities will **waive all application fees** for [Texas residents](#), including first-year applicants and transfer students applying through the **ApplyTexas** applicant portal.

Don't miss this great opportunity—be ready to get your application in by **October 19!**

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 educators can use on school's social media accounts, so students know when and how to submit their applications without paying a fee.

Sample Messages

Heads up - Texas' Free College Application Week is taking place **October 13-19, 2025!** During this special week, Texas students will be able to apply at **no cost** via the ApplyTexas application system. Don't miss out – get your application in by October 19!

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

No fees. More access. Greater opportunities. Apply for FREE using ApplyTexas [Insert related hashtags].

Talking Points/hashtags:

#TXFreeApplicationWeek

#TXFreeCollegeApplicationWeek

#TXFreeCollegeAppWeek

THECB/TexasOnCourse branded graphics can include:

Static square posts

Static Story Posts

Text-Based Posts for Facebook, X, LinkedIn

A Week to Apply Free

Texas is waiving college application fees!
October 13–19, 2025
First-year & transfer students
All Texas public colleges and universities
Apply via ApplyTexas

Texas Students: Apply For Free!

Save money. Start your journey.
All Texas public colleges
October 13–19, 2025
No fee when you apply via ApplyTexas

One Week. Zero Fees.

Texas Free College Application Week
October 13–19, 2025
For first-year & transfer applicants
Submit apps via ApplyTexas

No Application Fees? Yes, Please.

Texas students: Apply to college for FREE!
October 13–19, 2025

All Texas Public Colleges and Universities
ApplyTexas.org

Countdown to Free Week

Graphic: Bold “X Days Until You Can Apply for Free!”

Editable variations/reminders for day countdowns till Free Application Week

Clock, checklist, calendar, computer

“Be ready! October 13-19”

“College Application Fees” with an X or strikethrough.

Students:

Exciting news for Texas students! Texas Free College Application Week is happening October 13-19, 2025. During this week, you can apply to any Texas public college or university through the **ApplyTexas application system** without paying any application fees! Make sure to take advantage of this valuable opportunity and take the next step towards your future. Be ready to get those applications in by October 19!

Parents:

Exciting news for Texas students! Texas Free College Application Week is happening October 13-19, 2025. During this week, students can apply to any Texas public college or university for undergraduate admission without paying any application fees through

ApplyTexas! This is a valuable opportunity to save money and support students' paths to higher education.

K-12 Educators:

Exciting news for your students! Texas Free Application Week is happening October 13-19, 2025. During this week, [Texas residents](#) can apply to any Texas public college or university for undergraduate admission without paying an application fee through the **ApplyTexas application system**. Encourage your students to take advantage of this opportunity and take the next step towards their future!

Marketing Email Campaign:

Subject Line: Apply to College for FREE – October 13-19

Exciting news for Texas students and educators! From **October 13–19, 2025**, [Texas residents](#) can apply to any **public college or university in Texas** for undergraduate admission **without paying an application fee through the ApplyTexas application system**.

This is a valuable opportunity to remove financial barriers and help your students take the next step toward higher education. Be sure to spread the word and support your students in preparing their applications in advance!

Blog Posts:

Great news for educators and students across Texas! **Texas Free College Application Week** is right around the corner, running from **October 13–19, 2025**. During this special week, [Texas residents](#) can apply to **any Texas public college or university for undergraduate admission without paying an application fee** through the **ApplyTexas** application system.

This statewide initiative is designed to eliminate a key barrier to higher education and make college more accessible for all Texas students. As a K–12 educator, counselor, or college advisor, this is a perfect opportunity to:

- Encourage students to finalize their college lists
- Provide support with application materials
- Host application workshops or office hours
- Share this opportunity with families and school communities

With college costs continuing to rise, fee waivers can make a meaningful difference—especially for students applying to multiple institutions.

Mark your calendars and start preparing now so your students are ready to take full advantage of Texas Free Application Week.

Marketing Graphics:

- [One Week. Zero Fees Email Banner 560 x 250](#)
- [Texas Free College Application Week Email Banner 560 x 250](#)
- [Texas Higher Education Coordinating Board Free College Application Week Email Banner 560 x 250](#)
- [One Week. Zero Fees Social Media Banner 1400 x 1800](#)
- [One Week. Zero Fees Social Media Banner 1600 x 1600](#)
- [Texas Higher Education Coordinating Board Social Media Banner 1400 x 1800](#)
- [Texas Higher Education Coordinating Board Social Media Banner 1600 x 1600](#)
- [Texas Free College Application Week Social Media Banner 1400 x 1800](#)
- [Texas Free College Application Week Social Media Banner 1600 x 1600](#)