

Major Policy Discussion: Applications, Direct Admissions, and FAFSA Update

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Advising

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College and Career Advising 2024 Product Releases



MY TEXAS FUTURE 2.0 (RELEASED SPRING 2024)

Launched a new iteration of My Texas Future that supports K-12 learners in planning for college and career.



APPLY TEXAS REDESIGN (JUNE 2024)

Designed a new version of Apply Texas that streamlines the college application process, enhances the user experience, and integrates into My Texas Future.



DIRECT ADMISSIONS (FALL 2024)

Designing functionality to admit students directly into institutions based on self-reported student data in My Texas Future, making the admissions process less complex.

ApplyTexas

User-Centered Design Research Fall 2022

Stakeholder Engagement

Conducted 100s of hours of recorded interviews with 55 participants across all application types representing regional, socio-economic and racial diversity. Participants shared their perspectives on the application process and walked through their experience with the current ApplyTexas application.

User Journeys and Personas

Based on insights from participants, we developed personas and user journeys to capture how students interact with the application process. Different persona types will take distinct approaches to interacting with the application and often have unique pain points and motivations.

ApplyTexas Advisory Committee Established in 2013

Institutional Informational Needs

A strategic sub-committee validated an inventory of questions which established the core questions as part of the new application experience.

Consultation and Feedback

On an ongoing basis, the committee provides feedback on the applicant and administrator user experience and needs, and necessary communications and training.

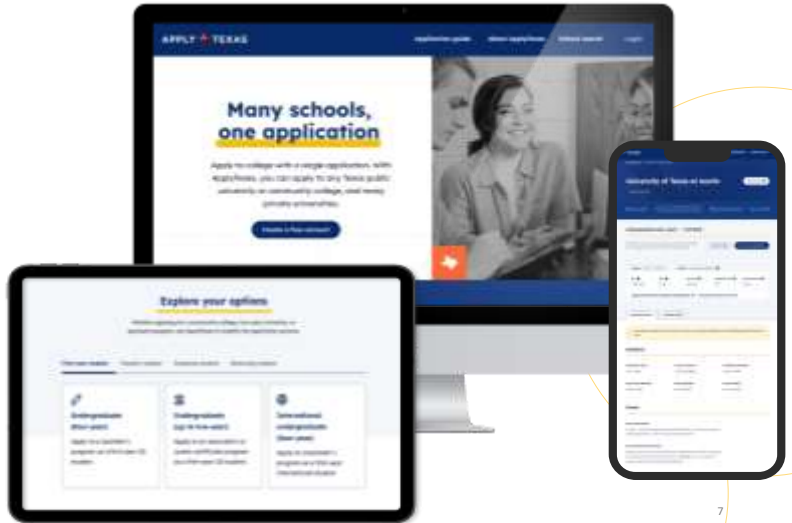
Recommendations

Committee members make recommendations for revisions or additions to the application that are voted on by all members.

ApplyTexas Redesign Streamlining the Application Process

The redesign of ApplyTexas focused on an enhanced user experience and includes key features:

- Step-by-step guide through the application process
- Core questions to simplify the application process in submitting to multiple schools
- Customized dashboards for each student
- Transcript request and tracking



Launch and Post-deployment Updates

- **Application launched June 10th**
 - Applicant Portal
 - Admin Portal
 - Counselor Suite
- **Bi-weekly maintenance updates to address:**
 - User experience
 - Admin Portal functionality
 - Bugs identified by users

Direct Admissions

THECB Texas Higher Education
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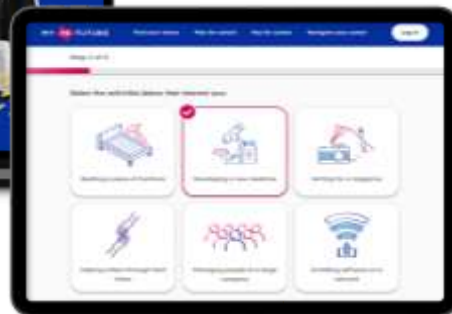
My Texas Future 2.0 Connecting K-12 Learners to Higher Ed



My Texas Future serves as a one-stop college and career navigation tool for all Texans

My Texas Future streamlines the college and career navigation process for learners.

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Scan for access to
mytexasfuture.org



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Direct Admissions Current Status: Planned & Underway

THECB will take a phased approach to the direct admissions rollout within My Texas Future.



PHASE ONE: SELF-REPORTED STUDENT DATA

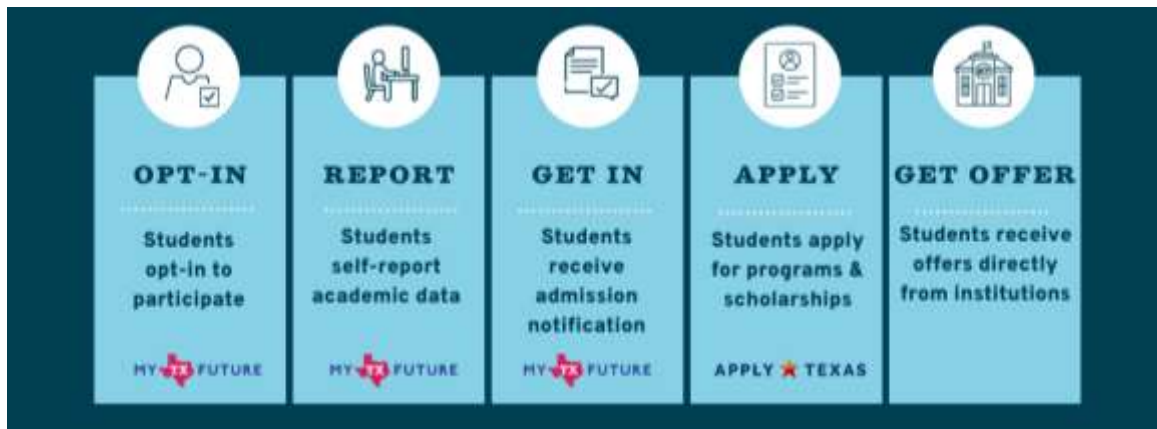
Underway through philanthropic support: this phase of the work will utilize students' self-reported data to enable a rollout during the Fall 2024 admissions cycle.



PHASE TWO: ADMINISTRATIVE DATA & FINANCIAL AID

We will establish a new data pathway leveraging administrative datasets to proactively identify students for admissions and financial aid offers.

Direct Admissions Phase One Process

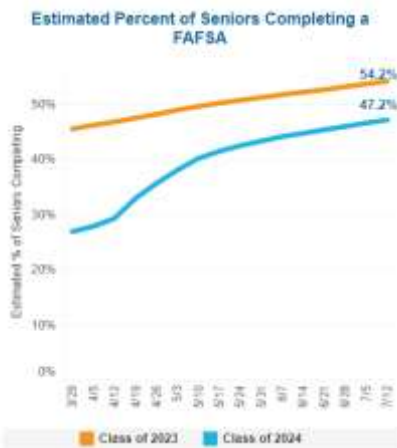


FAFSA Update

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National Trends: FAFSA Completions (July 12, 2024)



	Rank	% of Seniors Completing
Tennessee	1	59.1%
Puerto Rico	2	57.8%
Louisiana	3	57.5%
Washington, D.C.	4	56.3%
Illinois	5	56.3%
Texas	6	54.9%
Delaware	7	54.7%
Connecticut	8	53.7%
New Jersey	9	52.8%
Mississippi	10	52.1%
New York	11	52.0%
Rhode Island	12	51.8%
California	13	51.3%
Massachusetts	14	50.0%
Georgia	15	48.8%
Alabama	16	48.5%
Ohio	17	48.0%
Kentucky	18	48.0%
Virginia	19	47.5%
West Virginia	20	47.1%

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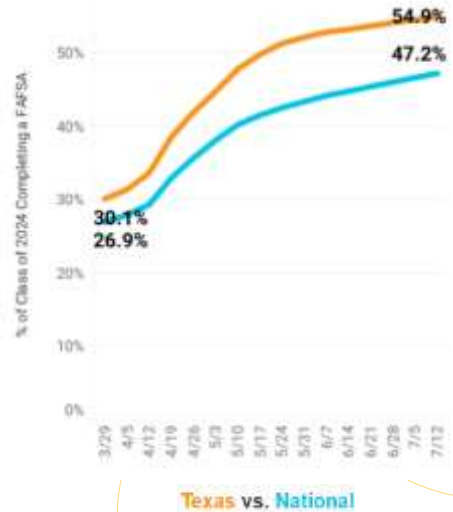
Source: NCAN FAFSA Tracker

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Texas Trends

- Through July 12, 2024, 54.9% of the high school class of 2024 in Texas has completed a FAFSA.
- There have been 217,247 completions in Texas, a -11.4% change (-27,984 completions) compared to last academic year.



Texas Trends

By School Income Level:

- Higher-income: 55.4%, down -11.9% year-over-year
- Low-income: 57.5%, down -12.8% year-over-year

By Percent of Students of Color:

- High-minority: 55.7%, down -12.6% year-over-year
- Low-minority: 55.0%, down -11.6% year-over-year

By City:

- El Paso: 74.9%, down -12.2% year-over-year
- Laredo: 55.6%, down -17.8% year-over-year
- San Antonio: 64.2%, down -7.8% year-over-year