



A Comprehensive, Global Counseling Platform

Many students need assistance to envision and plan for futures where they can thrive. The counselors who guide them often struggle with inefficient tools and heavy workloads. They need support so they can focus on students. MaiaLearning can help.

Why MaiaLearning?

Maia was the ancient Roman goddess of growth. MaiaLearning is a university and career readiness platform focused on student engagement, planning, and well-being.

MaiaLearning puts students at the center

It engages them in finding their passions and planning to achieve their dreams. From 6th grade to graduation, it provides direction and support.

MaiaLearning connects students with universities

Virtual college fairs, university virtual booths, and reps online help students see college as a postsecondary path and research institutions to make their choices.

MaiaLearning builds life skills

The system leads students through goal setting and planning. It helps them create essays, manage commitments, and track progress. It shows where they are and what to do next.

MaiaLearning is international

MaiaLearning helps over 1.5 million students and counselors in countries around the globe. It offers international university search and supports IB and other international standards.

MaiaLearning solves the whole problem

MaiaLearning helps counselors offer superior guidance. It provides timely data for administrators and keeps families informed. In tiny schools and massive districts, it supports everyone's efforts to help students succeed.

What Does MaiaLearning Do?

Provides career guidance

- Assessments help students connect professions to passions and recommend careers where those students will thrive
- Extensive career data expands students' horizons
- Automatic career plans help students define action paths

Unburdens counselors

- Seamless Common App integration streamlines applications
- Software manages recommendations, university plans, and visits
- Text, email, and Zoom meetings connect with students and families
- Admissions Dashboard and Bulk Send handle hundreds of applications with one click
- Report-based dynamic groups make communication easy

Helps students reach universities

- Academic planner supports course planning, and shows grades and progress toward graduation
- University module describes over 21,000 universities and vocational schools. It tracks applications and results
- Scattergrams show the historical competitive landscape
- Test prep and essay planning tools boost admissions chances

Lets students present their authentic selves

- S.M.A.R.T. prompts lead students to develop meaningful goals
- Powerful digital portfolios let students present their stories

Gives administrators peace of mind

- Works smoothly with SIS packages
- Real-time reports show status and progress
- District-level reporting supports enterprise administration

How MaiaLearning builds university and career readiness

Academic and Career Planning

Students take Personality, Multiple Intelligences, Work Values, and Interest assessments to find careers that match their passions and personalities. They use the optional Skills assessment to measure commitment, creativity, leadership, and social-emotional skills; then target areas for development.

Students can use the optional, workplace-based Thriving Index to discover strengths and ideal work styles. They explore careers recommended by these tools, then create detailed career plans.

Students build academic plans around their school's course catalog and available off-campus resources. The whole process keeps them engaged in designing their futures.

University Research and Planning

Students can explore over 21,000 universities and vocational schools in 145 countries. They watch video tours, choose favorite schools, check admission rates and scattergrams, see essay prompts, build plans, and find scholarships.

Counselors can flag special circumstances, add comments, and rate likelihoods of acceptance; then see students' choices, where they applied and were accepted, and what scholarships they earned.



Lesson Plans and Content Management

Educators can build rich lesson plans and link them to assignments. They can share content with students and families through MaiaDrive. They can take advantage of optional SEL curriculum to help students build emotional resilience.

Task, Activity, and Assignment Management

Counselors can assign activities, goals, journals, and surveys to individuals and groups. Calendars sync'd to Google, Outlook, or iCal help users schedule meetings and manage commitments.

Distance Learning

Built-in Zoom teleconferencing lets counselors connect easily with students and families.



University Visit Organization

Counselors can set up virtual and on-site events and university visits and have students sign up. Universities can schedule their own visits in counselor-defined time slots, subject to counselor approval. Dates flow to calendars, students sign up, and counselors see detailed reports.

Universities Online

Counselors can create virtual college fairs and invite universities. University reps can build Virtual Admissions Offices with videos, campus tours, and marketing materials students want. Reps can schedule online sessions to connect with students and answer questions. Student privacy is assured but connection is easy.

Student Management

Counselors can define office hours which students and families can book and add automatically to calendars. Counselors can keep notes on student meetings and optionally share them with other counselors, students, and families. They can add items to student calendars and communicate with students and families.

Recommendations Management

Students request recommendations, which educators upload and counselors review. Everyone sees status. Nothing gets lost.

University Applications Management

Counselors submit student application documents seamlessly through The Common App or Parchment. Bulk Send handles hundreds of submissions with one click. Status and confirmations are instantly visible.



Engagement and Progress Reports

Counselors and administrators at school and district levels track university and career readiness with real-time executive summaries and detailed reports. Reports create dynamic groups for easy messaging.

Platform Management and Integration

MaiaLearning accepts information directly from your SIS. Data flows in automatically on any schedule you desire.



Robust, Field-Proven Capabilities

MaiaLearning powers The State of California's university planning portal. It can reliably handle millions of users with high availability and security. It offers the management tools district and state organizations need; and complies with WCAG 2.0, Level AA to support differently-abled students. MaiaLearning also complies with GDPR requirements.

Visit www.maialearning.com to learn more and request a free demonstration, or email info@maialearning.com.

University and Career Planning
maialearning®