

# MaiaLearning and InitialView Bring Student Stories to Life

*A partnership with InitialView lets students distinguish themselves in video interviews within MaiaLearning*

CUPERTINO, CA, UNITED STATES, July 10, 2019 /EINPresswire.com/ -- Popular universities get many more applicants than they can accept, and hundreds or thousands of them may have similar grades, test scores, and experiences. How do students set themselves apart?

Interviews improve student matching by giving admissions officers a perspective that doesn't exist in traditional application materials. This is especially important for international applicants to U.S. universities, where communication skills are critical and admission officers yearn for an authentic look at applicants. A recent National Association of College Admission Counseling report shows interviews as of "Considerable" or "Moderate" importance to over 20% of colleges.

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*MaiaLearning CEO Satish Mirle*

A new partnership with [InitialView](#) integrates its innovative interviews within [MaiaLearning's](#) college and career readiness platform. This can help level the playing field for students who lack resources to travel to in-person interviews.

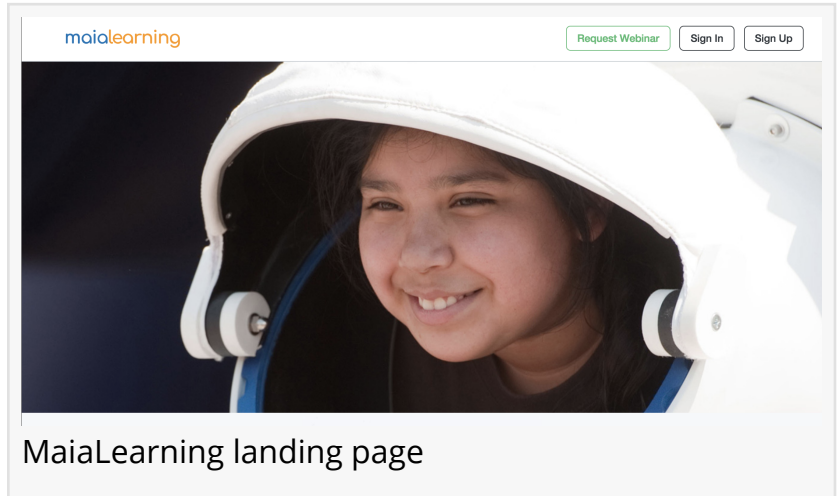
InitialView co-founder Terry Crawford says, “If you come from an international or non-traditional educational background, InitialView interviews are the best way to show you have the communication skills necessary to thrive in a challenging academic environment. Top

applicants want to tell their story, and our interviews allow students to do so in a way that is compelling and trustworthy.”

InitialView's interviewers provide applicants to top universities and colleges with an opportunity to tell their story in an unscripted and unedited conversation. The recorded interview can be included as part of a student's application materials and provided directly to admission offices. The company's interviews have been a part of almost 250,000 applications by applicants in over 100 countries to over 350 academic programs.

MaiaLearning CEO Satish Mirle says, “This new partnership helps students gain admission to universities where they can thrive. It's part of our commitment to student and counselor success.”

The InitialView integration will be available this fall as an optional element of MaiaLearning.



MaiaLearning landing page

Educators can learn more and request demonstrations at [www.maialearning.com](http://www.maialearning.com).

#### About InitialView

Founded in 2009 by Gloria Chyou and Terry Crawford, InitialView is the world leader in interview services. Their flagship product is a live, unscripted interview that can be conducted and recorded at any time, anywhere in the world, by applicants who want to tell their story and demonstrate their communication skills in a competitive process. The company is headquartered in Beijing.

For more information, contact Gloria Chyou at [Gloria\(at\)initialview\(dot\)com](mailto:Gloria(at)initialview(dot)com).

#### About MaiaLearning, Inc.

MaiaLearning, Inc., founded in 2008, provides students with an engaging, all-inclusive platform for college and career planning. Its current software, MaiaLearning 3.0, helps counselors offer more effective guidance with less effort, and keeps families informed.

MaiaLearning is a complete, engaging solution that serves nearly a million students in 54 countries. It powers the State of California's college and career planning efforts, and has been approved for district funding in Arkansas and Iowa.

For more information, or to schedule an interview, contact Philip Roybal.

Philip Roybal  
MaiaLearning, Inc.  
+1 408-782-4244

[email us here](#)

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