



MSM Higher ED, College Management Division OF MSM Group, Launches Advisory Board - M Square Media



Ken Burt
former President of
Coast Mountain College



Arthur Coren
Professor Emeritus and
former President and
Vice Chancellor of
University Canada West



M.J. Whitmarsh
Director of the
Technical Education and
Career Council and
former Governor of the
British Columbia
Institute of Technology



Raynie Wood
Dean for the
School of Information
and Communications
Technology at
Southern Alberta
Institute of Technology



Jean Sprague
Founding Member and
Instructor of
Alberta Foundation for
Administrative Justice



Stephen Murgatroyd
Former CEO of
UK consulting company
Lifeskills International Ltd.



**MSM Higher Ed,
College Management Division of MSM Group,
Launches Advisory Board**

In keeping with its vision of delivering high-quality programs and university pathways to students, MSM Higher Ed has announced the launch of its own Advisory Board, a move expected to boost the organization's industry presence and growth plans in the post COVID-19 higher education sector.

As a segment of the globally positioned MSM Group, MSM Higher Ed offers topnotch academic, vocational, and English language programs, and prepares students to pursue their desired careers or progress onto the world's leading universities. MSM Higher Ed effectively manages private learning institutions through smart strategies such as financial investment, providing a steady stream of international students, articulation agreements, joint program delivery, and public-private partnerships (PPPs).

The new MSM Higher Ed Advisory Board is composed of **Ken Burt**, former President of Coast Mountain College; **Arthur Coren**, Professor Emeritus and former President and Vice Chancellor of University Canada West; **Stephen Murgatroyd**, Former CEO of UK consulting company Lifeskills International Ltd.; **Jean Sprague**, Founding Member and Instructor of

Alberta Foundation for Administrative Justice; **M.J. Whitemarsh**, Director of the Technical Education and Career Council and former Governor of the British Columbia Institute of Technology; and **Raynie Wood**, Dean for the School of Information and Communications Technology at Southern Alberta Institute of Technology.

“The members of this Board were hand-picked for their unrivalled contributions to higher education,” said Donna Hooker, MSM Higher Ed President. “We are immensely excited over how they can bring us closer to our goals of offering education management solutions that transform lives and communities, including Canadian students and international learners.” With this forward step in leadership, MSM Higher Ed is renewed in its drive to ensure student success via well-managed, globally exposed, and diverse learning institutions and programs of study.

It is “only through a global lens” will higher education flourish, said Wood, pointing to the role of international partnerships in creating innovative higher education solutions. One example is an MSM Higher Ed school giving its Vancouver-based students direct entry to an in-demand bachelor’s degree from a US-based university – thanks to a university pathway agreed between the institutions.

Higher education everywhere faces a wealth of challenges, mainly the raging COVID-19 pandemic. Competition remains tight, according to Whitemarsh. “Students have many institutional options, so choice, cost, housing, transportation, attracting teachers with experiential learning, and a level playing field for funding are just a few multifaceted challenges,” she said.

“It’s an opportune time for building reputation, maintaining rigor, and highlighting the accomplishments of successful graduates,” said Coren.

According to Burt, focusing on the needs of the students, faculty, and staff should be the biggest priorities of institutions facing tough decisions. In terms of recruitment, for instance, private institutions need to ensure that their programs are recognized by industry and relevant professional bodies, and effective student support services are in place, added Sprague. Murgatroyd said of private institutions in the post-pandemic world: “They can show real leadership by thinking back from the future and creating new frameworks and learning designs that will meet the need to reskill and upskill a changed workforce.”

Read more information about the members of the MSM Higher Ed Advisory Board [here](#)

About MSM Higher Ed

[MSM Higher Ed](#) delivers the highest-quality academic, vocational, and English language programs expertly designed to assist students in pursuit of their desired careers or progression onto the world's leading universities. Through viable public private partnerships, licensing, and pathway program agreements, we offer career-oriented credentials to prepare students for career advancement or direct entry into sought-after university degree programs. It manages Canadian private institutions Eton College, Q College, Q Academy, Taylor Pro College, Extreme Pro Training, and College Multihexa.