

When David and Goliath work together

THE IMPACT OF A COOPERATION AGREEMENT ON LIBRARY STRATEGY

Mag. Susanne Kirchmair, MSc | MCI Library Services

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WHEN DAVID AND GOLIATH WORK TOGETHER

The impact of a cooperation agreement on library strategy

When MCI came to life in 1994, there was no way of knowing what it would become more than 25 years later, namely a University of Applied Sciences.

As this development was not planned nor foreseen, we had to come up with an unconventional solution for providing library resources. That is when a cooperation agreement between the University Library and MCI started.

The development of this collaboration as well as its impact on library strategy in general will be described. The advantages and disadvantages will be discussed and an outlook to future developments will be given.

Agenda

- Introduction
 - MCI = David
 - ULB = Goliath
- Cooperation agreement
 - Development
 - Contents
 - Impact on strategy
 - Advantages & disadvantages
- Outlook

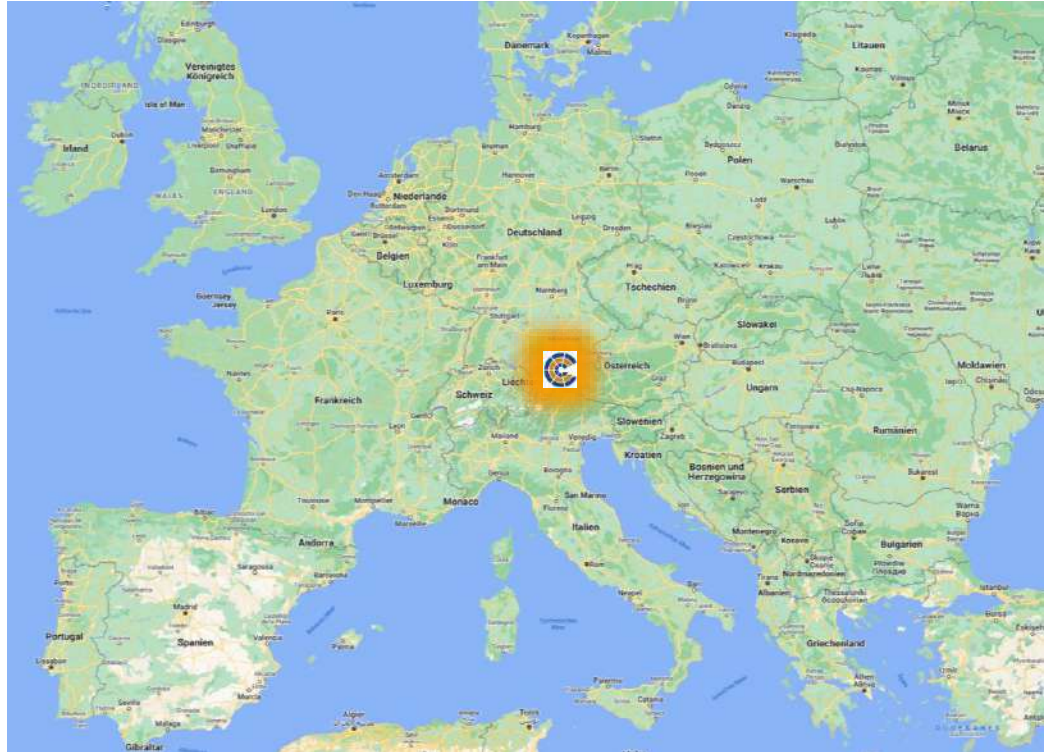
MCI – Location

Innsbruck, Tyrol (Austria)

Inhabitants: 160,000


Students: 35,000

Higher education institutions: 5



Innsbruck – The heart of the alps



 @innsbrucktourism

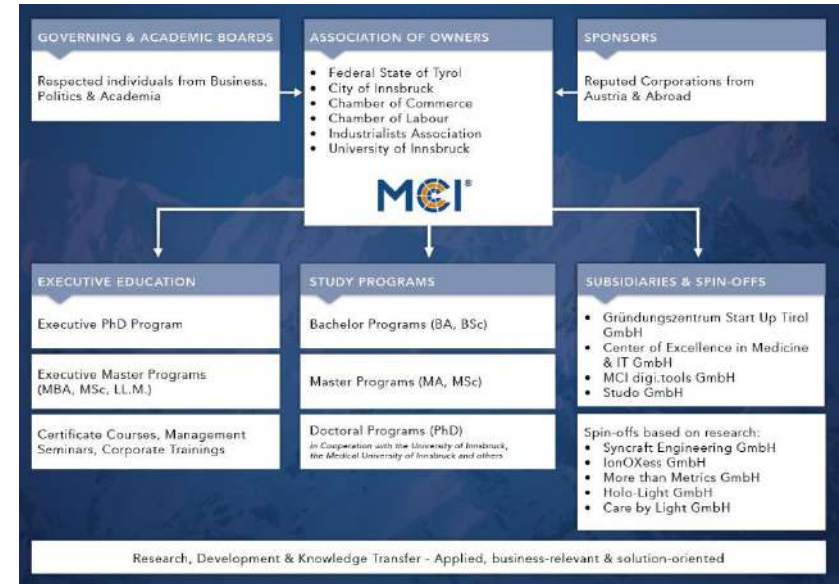
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MCI | The Entrepreneurial School®

- Spin-off of the University of Innsbruck
- Continuous education of University alumni
- 1993: FHStG allows Fachhochschulen in A (Universities of Applied Sciences)
- 1995/96: Official foundation of MCI
- Broad consortium of ownership
- Accreditations:



- Federal funding for allocated study places
- Tuition fee (363 EUR/semester)



MCI – Programs and partners



Partner universities worldwide

Student & Faculty Exchange, Double Degrees, Summer/Winter Programs, Research, etc.



13 Double Degree Options
1 Joint Degree Program



European University Ulysseus

Numerous collaborative research & study opportunities within the university alliance



MCI – People

3,634

Students (Reporting date 15.11)

including Executive Master & Certificate Programs;
not including Corporate Trainings, Seminars & Conferences



28%

Technology &
Life Sciences

72%

Management &
Society

14,571

Alumni including Certificate Programs

Team & Faculty

304

 Internal Faculty

53

 Administration

22

 Executive Education

887

 External Faculty

37

Nations

[© MCI facts & figures 2021](#)

ULB

- Universitäts- und Landesbibliothek Tirol
(University and state library of the county of Tyrol)
- 1669: Foundation of the University of Innsbruck
- 1745: Foundation of the University Library under empress Maria Theresia
- 7 branches in Innsbruck
- Library holdings:
 - 3.6 mio printed media
 - 80 electronic databases



© ULB <https://www.uibk.ac.at/ulb>

Cooperation - Development

This cooperation is completely unique in Austria!

1995: Start of 1. diploma study program in Business & Management @MCI

1998: Opening of the new ULB branch "SoWi-Library" at campus Universitätsstraße

1999: MCI moves to campus Universitätsstraße (MCI I)

2000: 1. contract between MCI and "Verein zur Förderung der SoWi-Bibliothek"

2003: 1. amendment to original contract

2008: 2. amendment to original contract

2015: Change of cooperation partner - University Library of Innsbruck

Cooperation - Contents

- Free use of MCI student/staff ID as ULB library card
- Use of all library facilities
- Expansion of opening hours (evenings and Saturdays)
- Acquisition, cataloguing and other services for books
- Additional purchase of highly demanded (text)books



Cooperation – Impact on strategy

- ✓ Sharing of printed resources and facilities easy and beneficial for both institutions
- ✓ Services provided by ULB available also for MCI students and staff
- ✓ No library = no need for librarian(s) and library facilities
- ✓ No need for library software
- ✓ No development strategy for collection and services
- ⇒ Reference collection(s) on campus for quick use
- ⇒ Need for own online resources due to legal and practical reasons

Cooperation – Advantages

- + No need for ...
 - ... circulation
 - ... physical space for books and reading rooms
 - ... physical and digital processing of printed books
 - ... library software
 - ... discovery system
 - ... specialized human resources
 - ... library department

- + Use of enormous resources of the ULB

Cooperation – Disadvantages

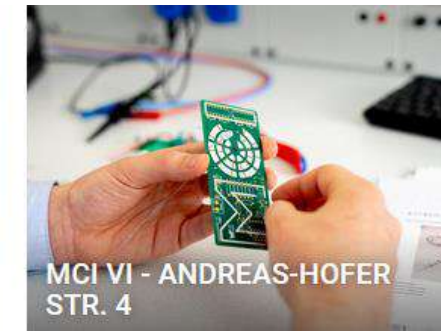
- No proper handling of institutional licences and subscriptions
- No (strategic) development of library stock, facilities and services
- No (remote) access to online resources of ULB
- Different remote access tools in general (VPN@ULB vs. EZproxy@MCI)
- Location
- Creative wording: "Studienlandschaft" instead of library
- No specialized services for researchers, faculty and students
- Little MCI-specific knowledge at ULB
- University library not as service-oriented as MCI
- Lack of communication and collaboration

Outlook – Challenges

- Massive increase in online resources - cost
- Need for remote access and demand for 24/7 access
- Challenge of constant evolution and expansion of study programs and subjects
- Need for services (research, bibliographic management, academic writing etc.)
- Need for adequately equipped facilities on additional MCI locations
- Emergence of new topics for MCI:
copyright, online programs, publication services, open science etc.
- Personnel change at ULB
- Current and future challenges:
 - Online programs
 - Focus on research outcomes in Universities of Applied Sciences
 - Global pandemic, energy shortage, political situation

Outlook – Strategy

Now: 6 MCI locations with 3 MCI libraries



Outlook – Strategy

2025/26: New building on MCI main campus

- Continue cooperation with ULB
- Library & learning center at MCI I with reference collection, study areas, group work rooms, services



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Thank you.

Comments? Questions? Ideas? 😊

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Mag. Susanne Kirchmair, MSc
MCI Library Services
MCI Internationale Hochschule GmbH
Universitaetsstrasse 15, 6020 Innsbruck, Austria
susanne.kirchmair(at)mci.edu
+43 512 2070 1122