

E. NATIONAL MUSEUM

STRATEGIC OBJECTIVES

MANDATE

The National Museum is mandated to establish, manage and develop museums comprising the National Museum Complex and the National Planetarium in Manila, as well as regional museums in key locations around the country. It manages and develops the national reference collections in the areas of cultural heritage (arts, anthropology and archaeology) and natural history (botany, zoology, and geology and paleontology), and carries out permanent research programs in biodiversity (flora and fauna), geological history, human origins,

pre-historical and historical archaeology, maritime and underwater cultural heritage, ethnology, art history, and moveable and immoveable cultural properties. Appreciation of the collections and research findings of the Museum, as well as technical and museological skills and knowledge, are disseminated through exhibitions, publications, educational, training, outreach, technical assistance and other public programs. The National Museum also implements and serves as a regulatory and enforcement agency of the Government with respect to a series of cultural laws, and is responsible for various culturally significant properties, sites and reservations throughout the country.

VISION

It shall help in the formation of a Filipino nation, united by a deep sense of pride in their common identity, cultural heritage and natural patrimony, and imbibed with the spirit of nationalism and strong commitment to the protection and dissemination of legacy.

MISSION

To acquire, document, preserve, exhibit, and foster scholarly study and appreciation of works of art, specimens, and cultural and historical artifacts

KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

SECTOR OUTCOME

Equitable access to adequate quality societal services and assets

ORGANIZATIONAL OUTCOME

Management and preservation of museums, collections, and cultural properties strengthened

PERFORMANCE INFORMATION

KEY STRATEGIES

MF01: Publications, Research Papers and Reference Collections in Natural Sciences, Field Researches, Underwater Explorations / Excavations, Exhibits and Astronomical Shows

MF02: Repair, Improvement, Rehabilitation and Renovation of the Main and Branch / Site Museums in Different Regions including the Conversion of the former Department of Tourism Building into Museum of Natural History.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)	BASELINE	2016 TARGETS
Management and preservation of museums, collections, and cultural properties strengthened		
Percentage increase in visitors / clients and viewership	4.7% (2014)	10%
Percentage increase in researches published		10%
Percentage increase in cultural properties registered and declared as National Cultural Treasures (NCT) or Important Cultural Property (ICP)	9.52% (2014)	11%
MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)	2016 Targets	
MFO 1: MUSEUM EXHIBIT AND EDUCATION SERVICES		
Management and Development of the National Collections and Related Knowledge Resources		
No. of visitors to the museums under management		650,000
No. of persons serviced through training and workshop days		6,000
% of visitors who rate museums as good or better		76.00%

% of training and workshop attendees who rate the presentations by museum staff as good or better	76.00%
Average % of year for which museums are open to the public during normal business hours	75.00%
% of training programs conducted according to schedule	75.00%

MFO 2: CULTURAL PROPERTIES PROTECTION AND PRESERVATION SERVICE**Restoration, Preservation, Protection, and Development of Cultural Property**

No. of cultural properties under protection and preservation	15
% of protected and preserved properties open for public viewing	100%
% of visitors who rate the quality of preservation as good or better	76.00%
Average % of year for which protected and preserved properties are accessible to the public during normal business hours	75.00%