

# REDEVELOPMENT OF NUEVA ECIJA UNIVERSITY OF SCIENCE AND TECHNOLOGY (NEUST) UNIVERSITY MUSEUM: An Educational Tourism Destination

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## INTRODUCTION

Philippines is endowed with rich heritage in the past where present and future generations need to be informed and educated. Museum, as center for education and tourism destination, plays a significant role in safekeeping, preserving and displaying the country's historical treasures so that Filipino children and youth may have the glimpse of the past and have tangible experiences about them at the present. Museums for anthropological, ethnographic, archaeological, historical, visual arts collections and others are situated in the different parts of the country.

According to Reyes, (2020), through using a museum to cultivate and promote respect, interest, and proper recognition in minority cultures and people who played a significant role to a nation, we are working to prevent cultural and historical losses. Museums in modern museology undertake their activities by taking the different segments of society into consideration. These activities are permanent exhibitions, temporary exhibitions, guided tours, dia-film demonstrations, discussions, seminars and atelier trainings (Kelej; 2000: <http://sosyalbilimler.atauni.edu.tr>).

University museums have become models for some public historical museums of formerly colonized countries. The distinction, nonetheless, lies in the museum's purpose: public historical museums are basically devoted to characterize philosophical structures of countries and patriotism, while the emphasis of university museums is scholarship and the academic institution's notion of education. Because of the changing social function of museums in the Philippines, university museums slowly declined in essentialness when historical museums turned out to be important for nation-building developments. (Mateo, 2020).

In relevance to the study, Nueva Ecija University of Science and Technology is a state university founded in 1908, otherwise known as Wright Institute in San Isidro, Nueva Ecija. From trade school to the present status of being a university, it became a notable education institution which provides knowledge, skills and training to the students and gives cultural and historical

accounts in Nueva Ecija. It established the university museum in 2006 at the Sumacab Campus, Cabanatuan City. The museum provides a facility that will serve as a home for antique collections, tools, and other material accomplishments as evidence of cultural evolution and advancement among Novo Ecijanans in the hope that will inspire the present generation to become imaginative and creative as well.

This study tackles about the redevelopment of NEUST University Museum to be an education tourism destination where it serves as a venue that meet the past to its present regarding the historical and cultural heritage of Nueva Ecija, and its role as academic institution for the benefit of students and local community as well as the entire Novo Ecijanans.

The study will consist of three levels: redevelopment stage, infrastructure and collection management stage and program/activities planning stage.

## **STATEMENT OF THE PROBLEMS**

The research aims to focus on the redevelopment of NEUST University Museum to be an education tourism destination in Nueva Ecija.

Specifically, this study seeks to answer the following questions:

1. What is the role of university museum as an education tourism destination?
2. How can the existing museum be described in terms of SWOT Analysis?
3. What are the hindrances and challenges that will be encountered in redevelopment/reestablishing the university museum in terms of:
  - a. Collections
  - b. Funds
  - c. Physical structure
  - d. Technology
  - e. Standards?
4. How is the development of museum be described in terms of
  - a. Collection
  - b. Funds
  - c. Physical Structure
  - d. Technology
  - e. Organizational Structure
  - f. (Document Preparations) Planning, Organization, Design, Monitoring, Evaluation
  - g. Services
  - h. Linkages and Partnerships
  - i. Standards
5. How does the advocacy in promoting the reestablishment of the university museum affect the cultural development of Nueva Ecija?

6. What are the recommendations for museum's full operation in the future?

## SIGNIFICANCE OF THE STUDY

The study endows several contributions to the following:

**Nueva Ecija University of Science and Technology (NEUST).** This study will benefit the NEUST to have an established university museum that will serve as educational tourism destination in Nueva Ecija.

**Department of Tourism (DOT).** This research will be beneficial to the Department of Tourism for it will help in the development and promotion of local tourism and attract tourists in the province of Nueva Ecija.

**Commission of Higher Education (CHED).** This study will help in the attainment of one of the objectives of the agency to provide university museum as learning resource of the academic institutions and to provide a center for the archives of the school.

**Local Government (LGU).** This study will help the local government unit of Cabanatuan as well as the Nueva Ecija to improve the local tourism aspect and to protect and conserve the cultural heritage of Novo Ecijanós.

**Tourists.** This will also benefit the tourists by giving them an additional interesting tourism destination that help in their learning and discovery.

**Schools.** This study will also benefit other schools from primary to tertiary level by providing them insights on how to establish university museum as well as provide them a place where their students can learn beyond the four corners of their classroom.

## SCOPE AND DELIMITATIONS

The study will focus on the first level of the study which is preparation for the redevelopment/reestablishment of museum as part of the educational tourism destination in Nueva Ecija. This will be conducted in the summer of 2021.

## CONCEPTUAL FRAMEWORK

This research study is based on this concept:

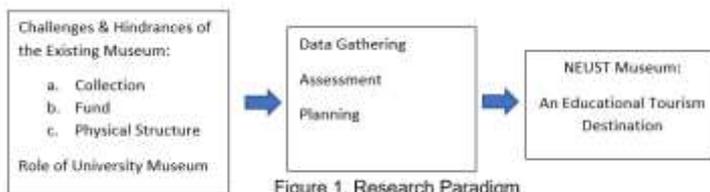


Figure 1. Research Paradigm

## DEFINITION OF TERMS:

The following terms are defined for better understanding of this research paper:

**Collections.** A group of objects or artefacts for display and exhibition in the university museum such as furniture, tools, photographs, basketry, pottery. Etc.

**Education tourism.** A tourism that pursues educational learning as a pretext for a trip, either learning knowledge (historical, cultural, social) or learning a language more and more practiced every day. (<http://curacaochronicle.com> › tourism ›)

**Physical Structure.** A building envelope which also includes the facilities and amenities to safeguard and shelter the users and the collections

**Redevelopment.** Renovation and revitalizing of physical, economic and social fabric of building spaces.

**Reestablishing.** Returning something to an earlier good condition or position.

## METHODOLOGY:

This part describes the specific procedures to be followed in order to answer the questions in the Statement of the Problems. Specifically, this chapter presents the research design, locale of the study and the respondents. It also discusses in details the sampling techniques, the research instrument to be used, the data collection methods and the techniques for the statistical treatment of data.

The study is a descriptive type of research.

### Research Design

The quantitative-qualitative method of research will be employed in this study. Using mixed method can help the researchers gather more information that can be obtained in quantitative research only. Both quantitative and qualitative data will be analyzed to ensure data triangulation and validity of research.

### Locale of the Study

The research study will be conducted in NEUST Sumacab Campus, along Maharlika Highway, Cabanatuan City, Nueva Ecija.

The museum can be reached by land through buses on their way to the North such as Five Star, Baliwag, Gemini, Cisco and Florida passed through the province. From Manila, it takes approximately three (3 hours) to reach Cabanatuan City. The nearest airport is Clark International Airport, Pampanga, approximately a two-hour trip from Cabanatuan City.



Figure 2. Location Map of NEUST Museum taken from Google Earth



Figure 3. Photograph of the Façade of NEUST Museum



Figure 4. Museum Marker

## Population and Sampling

The respondents of this study are NEUST officials, tourism officers, schools, students, teachers and residents of Nueva Ecija.

## RESULTS AND DISCUSSIONS:

### History of the University Museum and its Role as an Education Tourism Destination

The University Museum of Nueva Ecija University of Science and Technology (NEUST) in 2006 at Sumacab Campus through the initiative of the retired Vice President for Academic Affairs, Dr. Angel A. Pangilinan. The four-year period of completing this two-storey museum from August 22, 2006 to January 5, 2010 has never discouraged the incumbent president of the NEUST, Atty. Hilario C. Ortiz, PhD. to provide a facility that will serve as home for an

tique collections, tools and other material accomplishments as evidence of cultural evolution and advancement among Novo Ecijanós in the hope that this will inspire the present generation to become imaginative and creative as well.

In 2013, typhoon Santi marked a major damaged to the university museum where the roof was blown and many collections were totally wrecked. Remaining collections of the museum of Nueva Ecija Culture and Arts were restored again. After the retirement of Dr. Pangilinan, Dr. Miguel Santos was designated caretaker of the museum where he provided additional collections on Natural History such as taxidermy and miniature models of insects, diorama of land formations, seed collections, and shells.

Dr. Chris Francisco became caretaker of the museum in 2019. He maintained the collections of Novo Ecijano Culture and Arts, NEUST Memorabilia and Natural History.

The College of Architecture was designated to take care the museum in 2020. Rearrangement of the exhibit was conducted, however, Covid 19 Pandemic disrupted the process of arrangement.

From February 2021 up to present, Dr. Ofelia M. Bawan is the designated curator of the university museum. Renovation and repair of the museum started. Goals and objectives of the museum were established. Rearrangement of the museum continued and the collections of the museum were categorized into three major divisions: Nueva Ecija natural history, Nueva Ecija history and culture, and NEUST archives and memorabilia.

At present, the two-storey building museum, utilizes its ground floor for event and other social activities of the university while the second floor exhibits the collections depicting the cultural development of the Nueva Ecija, natural history of various examples of flora and fauna in Nueva Ecija, and the memorabilia of the University from being the Wright Institute up to its present status, as the Nueva Ecija University of Science and Technology.

## **About the Logo**

The Nueva Ecija University of Science and Technology started as a vocational course at the Wright Institute in San Isidro, Nueva Ecija where young Filipinos were trained in woodworking and basic telegraphy, the said vocational course lasted until S.Y. 1927-1928 when the general secondary education course was transferred to Cabanatuan City. Wright Institute of San Isidro was established at San Isidro, Nueva Ecija and is one of the first public high schools outside Manila during the American period. This institute became the Nueva Ecija High School until its relocation to Cabanatuan City in 1927. The logo is derived from the exterior facade of the Wright Institute. The Color used, is one of the official colors of the NEUST.



Figure 5. Wright Institute



Figure 6. University Museum Logo

## **Vision, Mission of the University and Goals and Objectives of the University Museum**

**VISION:** The NEUST is a locally responsive and internationally relevant and recognized University of Science and Technology.

**MISSION:** To develop new knowledge and technologies and transform human resources into productive citizenry to bring about development impact to local and international communities.

**UNIVERSITY MUSEUM GOAL:** To become a center of Novo Ecijano cultural studies which conserve and exhibit artefacts and promote culture and heritage of Nueva Ecija

**UNIVERSITY MUSEUM OBJECTIVES:**

1. To be a repository of both tangible and intangible cultures of Nueva Ecija;
2. To disseminate knowledge and information to the students and other stakeholders about the legacy of Nueva Ecija in practical ways through exhibitions, lectures and research publications;
3. To provide linkages and extension activities relevant to museum activities;
4. To become an enjoyable place to visit that inspires people to learn from the culture and traditions of Nueva Ecija.

**Table 1. SWOT Analysis of the University Museum**

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
The museum has its own two-storey building in Sumacab campus	No organizational structure, only one designated curator to manage the entire museum with no staff	Possible source of revenue or IGP in the future maybe museum entrance fee, rental for event center, souvenir shop, and museum cafe	Flood, fire, earthquake
The location of museum is very accessible to public transportation	Limited budget for procurement of furniture, equipment, and artefact collections	Tourism destination in the City	Pests like termites and ants; molds and mildews; stray cats;
Existing collections of the university include university memorabilia, antique furniture and tools and natural history such as insects, shells and seeds	Few collections especially about Natural History, university archives since its establishment	Research center for the university archives, natural history and Nueva Ecija culture and heritage	Excessive exposure to heat and humidity of the collections
There is support from university administrations	Minimal renovation and repair since 2013	Creation of museum website and virtual tour	Theft
	Lack of partitions in the interior of the museum	MOA with agencies/ LGU / organizations may lead to more linkages and grants	
	Museum has no proper artificial lighting and ventilation	Improved internet speed may lead to increased productivity and attract tourists and researchers	
	Museum is not open to the public	Published and presented Researches related to museum	
	No proper document about the history donors, source, origins of artefact collections		
	No existing website, fb, Instagram or any social media account		
	No existing inventory of artefacts, equipment and furniture		
	Lack of security or CCTV and fire exits		

Based on the existing condition of the museum, the following hindrances and challenges are encountered in the redevelopment or reestablishment of the university museum:

**a. Personnel**

The museum is solely managed by a designated curator under the Vice President for Academic Affairs. Due to laborious work and complex work, within the museum, the need for organizational structure is a major consideration for the proper management of the entire museum, especially in the preparation of re-opening of the museum and the time when it will be opened to general public for viewing.

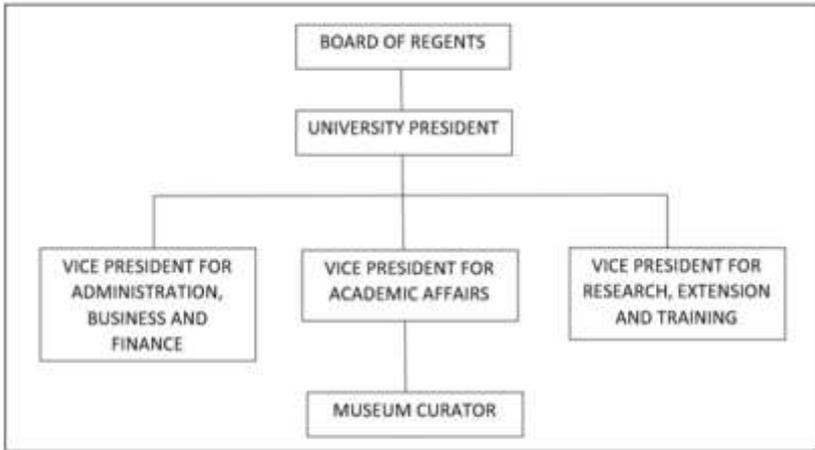


Figure 7. Existing Organizational Chart of the Museum

**b. Collections**

The existing collections can be divided into three major categories: Nueva Ecija arts and culture, Natural History and NEUST memorabilia and archives. The collections are not properly documented. No information or record about the origin of the artifacts and how they are accumulated, the name of person who donated or the price of the items when they were bought and the source / place where they were bought.

The Collections are also at the stage of deterioration where immediate preservation, conservation and repair are necessary to avoid further damage of the artifacts.

**c. Funds**

The museum has limited fund for the development of the museum. Procurement of materials, equipment and artifact collections, and request for rehabilitation or renovation of the museum depends on the funds available.

**d. Physical Structure**

The two-storey building of the museum is located strategically in the NEUST Sumacab Campus and it is very accessible in different modes of transportation. It can also be reach by public utility jeepneys, tricycles and public utility bus through Maharlika Highway, Cabanatuan City. From the highway, it is around 500 meters.

The ground floor of the building is an open-typed collonaded structure used for event and other social activities of the university. The NSTP conducts their classes in the ground floor during regular days before the pandemic.

The second floor is an open typed museum that exhibits the collections related to the heritage and cultural development of the Nueva Ecija, natural history of various examples of flora and fauna in Nueva Ecija and nearby provinces located in Central Luzon, and the memorabilia of the University from being the Wright Institute up to its present status, as the Nueva Ecija University of Science and Technology.

The building, after the 2013 typhoon Santi which caused major damaged to the museum and its collections, has conducted minor repair and renovation in July 2021. Repainting of walls, repair of ceilings, repair of broken doors and windows, repair of toilets and office, repair of electrical wirings have been started. However, there is still a need to address the safety of the visitors and artifacts by providing emergency exits and safety equipment such as fire extinguishers, alarm, emergency light, CCTV camera.

Flooding is a perennial problem within the surroundings of the museum which also needs to be addressed immediately by providing good drainage system, earthfill and landscaping.

#### **e. Technology**

In February 2021, the museum was provided with internet connection. However, unstable connectivity is a regular problem. The need to address the good connection of internet is a solution to promote the museum using social media applications such as Facebook, Instagram, Tweeter, Youtube and eventually create a museum website, virtual tour and promotional video.

The technology is also needed for digitalization of the archives and artifact collections' inventory, documentation and recording.

#### **f. Standards**

The museum has guidelines to follow based on the national agencies and organizations. The affiliation in different museum and other curators in the museum related agencies such as NCCA, National Museum and other museum organizations are also needed.

As ISO certified university, the museum has to track the ISO requirements and meet its standards. The table below shows the ISO form about the registry of risks and opportunities of the university museum this 2021, as well as, its quality objectives based on the university quality policies and objectives.

**Table 2. Registry of Risks and Opportunities: University Museum**

For the year 2021

Category of Risk/ Opportunity	Risk/Opportunity Description	Impact	Probability	Significance	Risk Treatment Option	Actions to Address Risks/ Opportunities	Responsibility	Resources	Deadline	Evaluation Date	Evaluation Results
<b>Risks</b>											
Client	Lack of museum activities may lead to disappointed visitors	0	1	1					12/31/2021		
Delivery	Lack of seminars and trainings may lead to incompetence of the curators	1	1	2					12/31/2021		
Delivery	Lack of conducive facilities may lead to decrease in the quality of service and satisfaction of visitors	2	1	3	Transfer	Create a request letter for renovation of facilities and provision of needed supplies and equipment addressed to the university officials	Director, General Services, IDO Director & Administration	University Fund	12/31/2021		
Infrastructure	Severe weather conditions may impact internet and network connectivity	2	2	4	Acceptance						
Infrastructure	Lack of workshop cum storage room may disrupt restoration and conservation of artifacts	2	1	3	Transfer	Create a request letter for additional workshop cum storage room	Director, General Services, IDO Director & Administration	University Fund	12/31/2021		
Infrastructure	Lack of security such as CCTV may cause loss of important artifacts	2	1	3	Transfer	Create a request letter for CCTV	Director, MIS & Director, General Services	University Fund	12/31/2021		
Infrastructure	Faulty/loose electrical wirings, sockets and extension cords may cause fire	2	1	3	Transfer	Create a request letter for inspection of faulty/loose electrical wirings and sockets	Director of General Services	University Fund	2/20/2021		
Operational	Frequent internet disconnections may affect operations and receiving of communications	1	1	2							
Operational	Lack of IT security policies and procedures may cause loss of important information	1	1	2							
Personnel	Lack of recognitions and incentives may lead to unhappy employees	1	1	2							

Opportunities										
	Improved internet speed may lead to increased productivity	1	2	3		Purchase request for additional wi-fi router	Director of MIS, Administration	University Fund	12/31/2021	
	Improved number of research may increase presented and published researches	2	1	3		Attend seminars to increase the knowledge of personnel regarding research	Research Director	University Fund	12/31/2021	
	More partner agencies may lead to more linkages and grants	2	1	3		Establish MOAs with other agencies	VP for RET	University Fund	12/31/2021	

**Table 3. Quality Objectives of the Museum for 2021**

No.	Quality Objectives	Projects/Activities	Responsible Person(s)	Resources Needed	Key Performance Indicators
1	To provide quality and relevant service in the museum	<ol style="list-style-type: none"> <li>Enhance the collection of artifacts</li> <li>Conduct regular inventory of the collections of the museum</li> <li>Send curators to learning and development activities to ensure continuing development education relevant to museum management</li> <li>Provide activities in the museum to attract visitors</li> <li>Membership in the organizations related to museology and tourism</li> </ol>	Curators	Funds	Number of museum collections;  Number of seminars and trainings attended by curators  Number of activities conducted in the museum  Number of memberships in organizations
2	To engage on research activities for more in-depth study of Nueva Ecija Culture and Arts	<ol style="list-style-type: none"> <li>Publish research in local, national or international journals</li> <li>Present researches in local, regional, national or international fora</li> </ol>	Curators	Funds	Number of presented and published researches.
3	To deliver and render quality extension services in the community	<ol style="list-style-type: none"> <li>Establish partnerships and linkages with different stakeholders.</li> <li>Provide technical assistance and training to the communities</li> <li>Increase the number of community/ population being served</li> </ol>	Curators	Funds	Number of partners and linkages rate the extension and training services satisfactorily.
4	To engage in the production activity	<ol style="list-style-type: none"> <li>Provide income generating project such as museum entrance fee, souvenir items, café and event rental</li> </ol>	Curators, Marketing	Funds	Amount of income generated

## **Proposed Development of Museum can be described in terms of:**

### **a. Collections**

The existing collections of the museum is generally divided into three: 1. Nueva Ecija heritage, arts and culture, 2. Nueva Ecija Natural History and, 3. NEUST Archives and Memorabilia

The contemporary material culture of the Novo Ecijano includes artworks, pottery, basketry, water containers, furniture, ceramics, glass and china wares, old currency, architectural details, miniature models of traditional dwelling houses,, adornments, decorations, metal craft, and wood sculptures. Indigenous material culture is also included in the collections such as agricultural implements, fish traps and containers, crop products, and carpentry tools.

Natural history collections include the flora and fauna which are endemic in Nueva Ecija and nearby provinces of Central Luzon. These are crops, seeds, taxidermy of insects, trees, ornamental and medicinal plants, animals, and birds. Different landforms, soil and rock collection, diorama of ecosystems and miniature models of insects are also available.

NEUST archives and memorabilia are architectural details of old buildings from Wright Institute to CLPC, old photographs, flags, furniture, and trophies. Old documents and other reference materials are also available such as yearbook, graduation programs, annual reports, research journals and publications.

Condition reporting, photography and cataloguing of museum artifacts collections are on the process to have formal documentation, inventory and records of each item; for data banking, safekeeping and reference purposes in the future.

### **b. Funds**

Program Procurement Management Plan (PPMP) for museum yearly can help in the sustainable development of the university museum to meet the needs. Funds for the repair and maintenance of the building and artifacts, constant purchase of collections and supplies; salary, seminars/trainings expenses, research and extension activities for personnel and capital for souvenir shops are some of the needed funding of the museum.

### **c. Physical Structure**

The proposed renovation of the building has a concept of Wright Institute, where NEUST started. It is an early American Period with a touch of Neo-classical Architecture and inspired by Bahay na Bato.



Proposal 1



Right Side Detail



Left Side Elevation



Right Side Elevation



Front Elevation



Rear Elevation



Perspective

#### d. Technology

Due to the present demand, where museums are not open due to pandemic, the use of technology through social media applications can help to promote and market the university museum. The creation of facebook account, twitter, Instagram and youtube are some of the ways to reach the visitors who are interested in the museum.

The digitalization and creation of website is also necessary to access viewers by providing virtual tour, promotional videos and other information about the museum.

#### e. Organizational Structure

At present the museum is managed by the designated curator under the Office of the Vice President for Academic Affairs.

The proposed organizational structure of the museum will still be under the Office of the Vice President for Academic Affairs.

There will be five members of the Museum Board namely, Director of the Literary Cultural Development Center, Planning Officer, Budget Officer and 1 representative from any of the related colleges such as College of Arts and Sciences, College of Architecture, or College of Education. The following comprises the organizational structure and its functions:

1. **Museum Director / Head, Curator** – serves as the overall in-charge of the museum management and supervision;
2. **Curator/Researcher for NEUST Memorabilia** – serves as the curator of the section about NEUST Memorabilia. Additional functions are con-

ducting research related to the archival documents, safekeeping of the collections and improvement of the displays.

3. **Curator/Researcher for Nueva Ecija Culture and Arts** – serves as the curator of the section about Nueva Ecija Culture and Arts. Additional functions are conducting research related to the archival documents, safekeeping of the collections and improvement of the displays in this area.
4. **Curator/Researcher for Natural Sciences** – serves as the curator of the section about Natural Sciences particularly the biodiversity of Nueva Ecija. Additional functions are conducting research related to the archival documents, safekeeping of the collections and improvement of the displays in this area.
5. **Museum Coordinator for Events and Exhibition** – serves as the coordinator for different events and exhibits to be held in the event hall of the museum. Additional functions are scheduling of the events, monitoring of the temporary/loaned exhibits in the event hall, and improvement of the displays in the event hall.
6. **Museum Staff for the Registry and Inventory of the Collections** - serves as the recorder or book keeper of the collections of the museum. Additional functions are registration of the incoming and outgoing collections, and reception in the information desk, cashier for entrance fee and souvenir items
7. **Utility Worker** – serves as the janitor for the entire building and maintains the garden and landscaping of the entire surroundings of the museum
8. **Museum Volunteer** – any students, alumni, faculty or staff of NEUST who are willing to serve and help in the development and maintenance of the university museum
9. **Donees** – any person/ agency/institution/organization who would like to donate and give any amount or items/collections for the museum
10. **Intern** – student or graduate who would like to learn about the works in museum with or without compensation

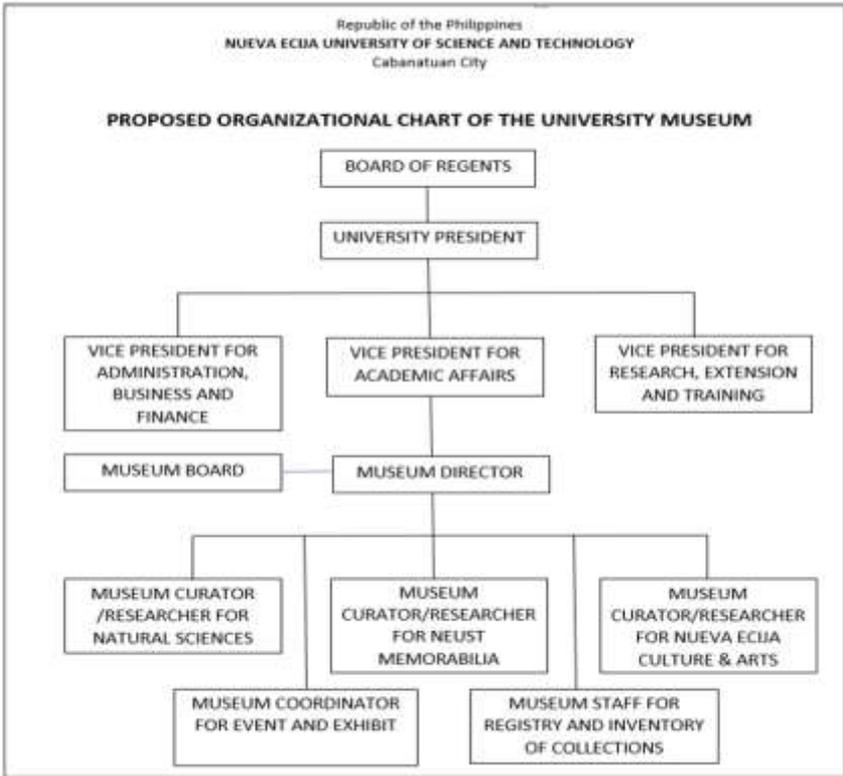


Figure \_\_\_\_. Proposed Organizational Chart of University Museum

**f. (Document Preparations) Planning, Organization, Design, Monitoring, Evaluation**

*(see 3-year development plan and action plan)*

**g. Services**

The University Museum will serve as a place for:

1. Exhibition
2. Event and Venue Rental
3. Reference Collection
4. Video and Photo Documentation
5. Research

**h. Standards**

The university museum needs to prepare Collections Management Policy.

**i. Linkages and Partnerships**

**The university museum has the following linkages and partnership:**

NCCA – For two consecutive years (2021 and 2022), the university museum is selected for competitive grants.

Central Luzon Association of Museums (CLAM)- This June 2022, the NEUST university museum became a member of the Central Luzon Association of Museums (CLAM).

Department of Environment and Natural Resources, Cabanatuan City – This agency provides data related to flora and fauna in Nueva Ecija to the university museum.

In the future, the university museum aspires to link with International Council of Museums (ICOM), National Historical Commission of the Philippines (NHCP) and National Museum (NM).

**CONCLUSIONS**

Based on the findings, the following generalization are derived:

1. The university museum plays a major role in the education tourism of Nueva Ecija by showcasing the history and culture of the province, the flora and fauna of Nueva Ecija and the memorabilia and archives of the university.
2. The existing university museum has weaknesses and threats that need immediate action, however the strengths and opportunities to open it for public is evident.
3. There are hindrances and challenges which will be encountered in redevelopment/reestablishing the university museum in terms of collections, funds, physical structure, technology and standards.
4. There are initial development of museum in terms of collection, funds, physical structure, technology, organizational structure, document preparations from planning, organization, design, monitoring and evaluation, services, linkages and partnerships and standards

## RECOMMENDATIONS

The following recommendations are needed to comply for the full implementation of the museum:

1. Hire and organize staff and implement the proposed organizational structure for the university museum.
2. Rehabilitation of the facilities to make the entire museum conducive to visitors and its environment appropriate for the preservation of artefacts.
3. Virtual tour, webpage, you tube, Instagram, twitter and face book may be used to market the university in internet.
4. Additional funds may be allocated for purchasing of collections and maintenance and operating expenses.
5. Policies and guidelines for the entire museum management must be approved by the board of regents.

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