

## ***TOR 2-2***

To formulate an action plan and recommendations for three fiscal years for opening, operation and management of the NM, considering operational cost (especially energy saving), to ensure the sustainability

## 1. Overview of the Work

The following work was carried out:

- Review of the fundamental policies provided by the “Law of Antiquities”, the “National Museum Bylaws” and the “Instructions on NM Personnel”, all of which were already approved by the Jordanian Government and the competent authorities concerned, and preparation of the “National Museum Policy” on the basis of the review.
- Preparation of the “Marketing Plan” in accordance with the National Museum Policy.
- Preparation of the “Action Plan for the Soft Opening” and the “Action Plan & Schedule for 3 Years after the Opening” as well as the “Action Plan for Energy Saving”.
- Preparation of the “Organisation Charts” on the basis of the “Organisation Chart” that was prepared by the National Museum beforehand.
- Preparation of relevant plans for making a financial plan, such as personnel costs and maintenance costs & schedule.
- Preparation of the “Financial Plan” for 3 years after the opening of the National Museum on the basis of the “Calculation Bases for Financial Plan”.
- Preparation of relevant materials for handing over the building and establishing a maintenance mechanism.
- Making of a further study in accordance with a request from the National Museum.

All the plans and relevant materials were accepted in their entirety by the Director General of the National Museum on 7<sup>th</sup> December 2008.

## 2. Background Information on Outputs

### 1) National Museum Policy

In order to make an action plan, a museum policy shall firstly be established and a marketing plan shall secondly be prepared.

The aforementioned “Guidelines for Operation and Management”, the “National Museum Policy” and the following “Marketing Plan” comprise the foundation of the following “Action Plans”.

The “National Museum Policy” mainly focuses on the functions of the National Museum as a core institution for museums and educational facilities in Jordan.

One of the characteristics of the “National Museum Policy” is its promotion of the “My Museum Campaign”, which aims to create numerous “museums” in individual persons, schools, communities, towns, cities and regions; in other words, the National Museum (Jordan Museum) is one of “My Museums”, i.e. “My Nation’s Museum”.

### **2) Marketing Plan**

The “Marketing Plan” aims to develop the National Museum into an active and attractive museum that entices a variety of people into participating in the museum’s activities.

The core of the “Marketing Plan” is the idea that the knowledge market is a place and opportunity in which everybody can exchange, sell or buy knowledge with others; and, furthermore, one can create or develop one’s own knowledge in collaboration with others.

### **3) Action Plan for the Soft Opening**

The “Action Plan for the Soft Opening” was prepared by first fixing the target dates as follows:

Invitation-Only Opening:	1 <sup>st</sup> June 2009
Soft Opening:	1 <sup>st</sup> November 2009
Grand Opening	Not yet fixed

Activities to be carried out by the National Museum and the Contractor are scheduled in detail for both the Invitation-Only Opening and the Soft Opening.

It is expected that the construction work will be completed by the end of March 2009 and that most of the exhibition work will be finished by the end of August 2009. In order to fix the target date of the Grand Opening, the problems regarding the reconstruction work need to be promptly solved.

In order to ensure the smooth implementation of the “Action Plan for the Soft Opening”, the staff for operational & managerial affairs should be promptly employed.

### **4) Action Plan & Schedule for 3 Years after the Opening**

The “Action Plan & Schedule for 3 Years after the Opening” was prepared on the assumption that the National Museum will start its full-dress activities from 2010.

The “Action Plan & Schedule for 3 Years after the Opening” aims to develop the National Museum as the core institution for archaeological, historical, educational and cultural activities in Jordan as well as for the knowledge market based on the “My Museum Campaign”.

The Plan & Schedule consist of the following items:

- Research
- Collection & Conservation
- Permanent Exhibitions
- Temporary Exhibitions
- Education
- Events

Publications  
Promotion  
Operation & Management

## 5) Action Plan for Energy Saving

The “Action Plan for Energy Saving” mainly focuses on the Building Management & Automation System (BMS)”, which consists of an automatic control system and central monitoring system.

The Electricity Fee and Boiler Fuel Fee account for over 90% of the total running cost according to the Running Cost Analysis. Hence, the BMS focuses on how to reduce those fees.

## 6) Organisation Charts

The Management Committee of the Board of Trustees (BOT) has already prepared an organisation chart.

On the basis of the said organisation chart, three types of “Organisation Charts” were prepared, taking into account the financial feasibility and the actual likelihood of employing competent staff.

1 <sup>st</sup> year:	2 Directors	37 Officers	Total 39
2 <sup>nd</sup> year:	2 Directors	49 Officers	Total 51
3 <sup>rd</sup> year:	2 Directors	63 Officers	Total 65

In the 1<sup>st</sup> year and 2<sup>nd</sup> year, several posts will be held concurrently to keep the number of staff to the minimum.

## 7) Relevant materials for making a financial plan

The “Personnel Costs” were calculated in accordance with the above-mentioned “Organisation Charts” and on the basis of the pay regulations provided in the “Instructions on NM Personnel”.

The “Maintenance Costs and Schedule” were prepared taking into account how to save the maximum amount of energy.

Based on the above costs, the “Calculation Bases for Financial Plan” were prepared as follows:

General  
Revenue  
Admission Fees  
Number of Visitors  
Education  
Promotion  
Rent  
Facilities Usage  
Sales  
Government Support  
Fund  
Sponsorship  
Expenditures  
Permanent Personnel

Outsourced Personnel  
Activities Expenses  
Utilities  
Maintenance  
General

## 8) Financial Plan

Two types of the “Financial Plan for 3 Years after the Opening” were prepared on the basis of the aforementioned “Calculation Bases for Financial Plan”..

Most Optimistic Plan: 50% of the international tourists to Amman will visit the National Museum

Least Optimistic Plan: 10% of the international tourists to Amman will visit the National Museum

In the Most Optimistic Plan, the National Museum will be able to operate by itself without any government support; however, in the Least Optimistic Plan, more than 70% of the revenue, i.e. JD 1 million, needs to be provided by the government.

## 9) Relevant materials for handover and maintenance

In order to make a smooth handover of the building and establish an effective and efficient maintenance mechanism, relevant materials were prepared.

Those materials consist of:

Operation & Management Plans  
Maintenance Cost Estimation  
Action Plan  
Handing-over Documents  
Classified Advertisement for Maintenance Staff  
Site Inspection Report  
Instruction and Training  
Maintenance Schedule

## 10) Further study

In accordance with the request from the Director General of the National Museum, a further study was made.

The study report consists of information on:

Replacement of entrance door in Storage Area with airtight-type in Basement  
Adoption of Light Duct System on 2<sup>nd</sup> Floor  
Installation of Ultrasonic Rat Repulse (Repellent) Device

## 3. List of Outputs

The list of outputs regarding TOR 2-2 is as follows:

2-2-1 National Museum Policy  
2-2-2 Marketing Plan  
2-2-3 Action Plan for the Soft Opening  
2-2-4 Action Plan for 3 Years after the Opening

- 2-2-5 Action Schedule for 3 Years after the Opening
- 2-2-6 Action Plan for Energy Saving
- 2-2-7 Organisation Chart: A (3<sup>rd</sup> Year)
- 2-2-8 Organisation Chart: B (2<sup>nd</sup> Year)
- 2-2-9 Organisation Chart: C (1<sup>st</sup> Year)
- 2-2-10 Personnel Costs: A (3<sup>rd</sup> Year)
- 2-2-11 Personnel Costs: B (2<sup>nd</sup> Year)
- 2-2-12 Personnel Costs: C (1<sup>st</sup> Year)
- 2-2-13 Maintenance Costs
- 2-2-14 Maintenance Schedule
- 2-2-15 Calculation Bases for Financial Plan
- 2-2-16 Financial Plan
- 2-2-17 Handover & Maintenance
  - (1) Completion Handover Documents / Building and M/E Works
  - (2) Format of Handover Documents
  - (3) Operation and Management Plan
  - (4) Draft of Classified Advertisement / Maintenance Staff
  - (5) Site Inspection Report for M/E Works
  - (6) Instruction/Training with regard to the mechanical and electrical services
- 2-2-18 Further Study required by the National Museum

## **National Museum Policy**

23<sup>rd</sup> November 2008

SAPI Team

The fundamental policies of the National Museum (hereafter "Museum") are clarified in the following Law and Bylaws, and officially approved by the Government of Jordan.

### **1. Law of Antiquities**

#### **Legal Entity**

There shall be established in the Kingdom a museum named "The National Museum" which shall enjoy the status of a legal entity with financial and administrative independence.

#### **Council of Trustees**

The Museum shall have a Council of Trustees and a Management Committee whose method of formation, duties and functions as well as all the matters related to either one of them shall be determined pursuant to a system to be laid down for the purpose.

#### **Aims**

The Museum is aimed to be:

- 1) A comprehensive heritage centre for the history, civilisation and culture of the Kingdom.
- 2) A national centre of the Kingdom's historic, antique and heritage property.
- 3) A developing educational and touristic instrument.
- 4) A centre to support authorship in the field of antiquities and heritage.

#### **Financial Resources**

The financial resources of the Museum shall consist of the following:

- 1) The amount appropriated for it in the general budget.
- 2) Admission fees which shall be fixed pursuant to a system to be created for this purpose.
- 3) Charges for the services and activities it renders.

- 4) Gifts, aids, donation and any other resources accepted by the Council of Trustees subject to the approval of the Cabinet if they are of non-Jordanian source.
- 5) The Museum shall be subject to the auditing and control of the Accounting Bureau.

## **2. National Museum Bylaws**

### **Tasks and Duties**

To realise its objectives specified in the Law, the Museum shall be in charge of the following tasks and duties:

- 1) To provide opportunity to the public to visit the Museum and take knowledge of its landmarks so that antiquities tourism can be encouraged and the national belonging can be augmented.
- 2) To conduct educational programmes that will promote awareness of the public in term of historical, cultural and natural heritage.
- 3) To prepare the programmes intended for the training of the employees of the Museum and their habilitation in the fields related to its work and activities.
- 4) To hold internal exhibitions and prepare programmes of lectures and seminars related to the historical and cultural heritage in the Kingdom.
- 5) To hold exhibitions outside the Kingdom and participate in external exhibitions in the context of cultural exchange at the Arab and international levels for the purpose of spreading knowledge of the Jordanian cultural heritage and promotion of antiquities tourism.
- 6) To conduct researches and studies pertaining to heritage, historical and cultural works; to support such activities and help have them published.
- 7) To exchange educational and training experiences with the national, Arab and international institutions and cooperate with them in this regard.
- 8) To prepare programmes that will encourage tourists to prolong the period of their stay in the Kingdom.

## **3. National Museum Policy**

On the basis of the Law of Antiquities and the National Museum Bylaws, the National Museum Policy is proposed as follows:

The National Museum (Jordan Museum) aims to:

- 1) Be a story-telling museum, the story which covers the land and people of Jordan as well as the past, present and future of Jordan.
- 2) Function as a core of all museums in Jordan, both public and private, that will set up a museum network covering the whole Jordan.



- 3) Become a comprehensive centre of Jordan for heritages and researches that covers archaeology, history and sociology of Jordan.
- 4) Encourage and enhance a variety of educational and cultural activities in Jordan targeting on all generations and genres.
- 5) Transmit all kinds of useful information regarding all aspects of Jordan to the people of Jordan and the world.
- 6) Promote "My Museum Campaign" that will create numerous museums in individual persons, schools, communities, towns, cities and regions; in other words the National Museum (Jordan Museum) is one of "My Museums", i.e. "My Nation's Museum".
- 7) Establish the world first "Knowledge Market" through which everybody, from both Jordan and the world, will be able to sell, buy and exchange their knowledge flexibly and friendly cooperating with each other.
- 8) Be a community centre where people gather, talk, create and take action towards the fruitful future of Jordan and themselves.

## Marketing Plan

30<sup>th</sup> October 2008

SAPI Team

### 1. Introduction

The National Museum aims to be a knowledge market that will create new potentialities of a museum in the 21<sup>st</sup> century.

The new potentialities will be actualised for the first time in the museum history through the development of ICT (Information and Communication Technology).

By becoming a knowledge market, the National Museum will be able to be a world-first hyper museum that exceeds the concepts and activities of a museum in the past.

The existing concepts and activities of a museum have been formed on the bases of belief that a museum should be exhibition-oriented; however, those of a hyper museum will be formed in accordance with conviction that a coming museum should be activity-oriented.

In the existing museums, visitors have been able to merely obtain knowledge offered by a museum in a one-sided manner.

The existing museums have been offering people a sense of pride with which people can satisfy them.

In the hyper museum, visitors will be able to not merely obtain knowledge from the museum and other visitors but also offer their knowledge to the museum and other visitors through the knowledge market located both inside and outside of the museum.

The hyper museum will be able to offer not only intangible pride but also tangible profit through which people can encourage and enhance themselves.

For the hyper museum people will no longer be a mere visitor but will be a potential guest or customer who can also be a host or seller at the same time.

### 2. What is the Knowledge Market?

The knowledge market is a place and opportunity in which everybody can exchange, sell or buy one's and other's knowledge; or, furthermore, one can create or develop one's knowledge in collaboration with others.

Any kind of knowledge can be marketed, such knowledge as social science, natural science, technology, art, performances, play, sports & games, education & entertainment, fashion, cooking & child-rearing, gossips and rumours and so on.

The knowledge market can be both tangible and intangible field such as;

Tangible field:                    Inside the National Museum  
 Ex: Multi-purpose Hall  
 Outside the National Museum  
 Ex: National and other museums in Jordan

Intangible field:                On the Internet

Ex: The National Museum home page  
Through mobile phones  
Ex: ZEN

By registering oneself as a member of the knowledge market, people can participate into the knowledge market activities such as browsing, closely examining or buying others' knowledge; or registering in advance and selling one's knowledge or exchanging one's knowledge for others' one; or creating and developing one's or others' knowledge in collaboration with others.

Electronic money, e.g. Knowledge Dinar (KD), will be used for selling, buying or exchanging members' knowledge as Linden Dollar (LD) has widely been used in the Second Life site on the Internet.

As Linden Dollar, virtual money, has become exchangeable for US Dollar, real money, through the accelerative popularisation of the Second Life throughout the world, Knowledge Dinar will also be able to become exchangeable for Jordan Dinar in the future.

In a lot of other similar sites to the Second Life site the site operators do not directly manage an exchange of virtual money for real money, while outside private companies have been participating into the exchange transactions in stead of the site operator.

It will be unnecessary and inappropriate for the National Museum to directly manage the exchange, however the National Museum will take account of how to fully utilise the knowledge market not only from the academic viewpoint but also from the enterprising viewpoint in order to sustain its financial independence.

People will be able to fully utilise their obtained knowledge for creating new products, art works, etc, and also upgrade their learning levels, living quality, etc.

### **3. Why is the Knowledge Market necessary for the National Museum?**

By offering people not only pride but also profit of having knowledge, the knowledge market will change people's manner and values regarding knowledge from ethical ones only to economical ones as well.

In consequence, it is expected that visitors' behaviour in the National Museum should considerably be improved and their interest in the activities and exhibitions of the National Museum should furthermore be enhanced.

One of the most fundamental activities of the National Museum is to assist people in creating their own museums, i.e. "My Museum", either inside or outside of them; in other words, "My Museum" can be either a virtual museum or a real one.

The National Museum will steadily promote its "My Museum Campaign" before and after opening the National Museum throughout Jordan at the start and all over the world in the future.

"My Museum" includes my personal museum, my friends museum, my family/home museum, my street/community museum or my region/city/town/village museum; in such a sense the National Museum is one of nation museums.

"My Museum" can be created in the form of a facility, house, room, desk/table, furniture, park, garden or field, as well as in the way of a variety of performances such as singing, dancing, playing, reciting, reading, writing, painting, cooking or rearing.

People will be able to easily create their own museums as “My Museum” by fully utilising knowledge to be obtained in the knowledge market of the National Museum; hence the knowledge market will closely be connected with the “My Museum Campaign”.

Not only through the “My Museum Campaign” but also through a wide range of trading activities in the knowledge market, overall Jordanians’ knowledge levels will surprisingly be enhanced.

The knowledge market will be able to develop the whole Jordan into a high technology country that can produce a variety of knowledge-intensive products in stead of labour-intensive ones.

#### **4. How to realise the Knowledge Market?**

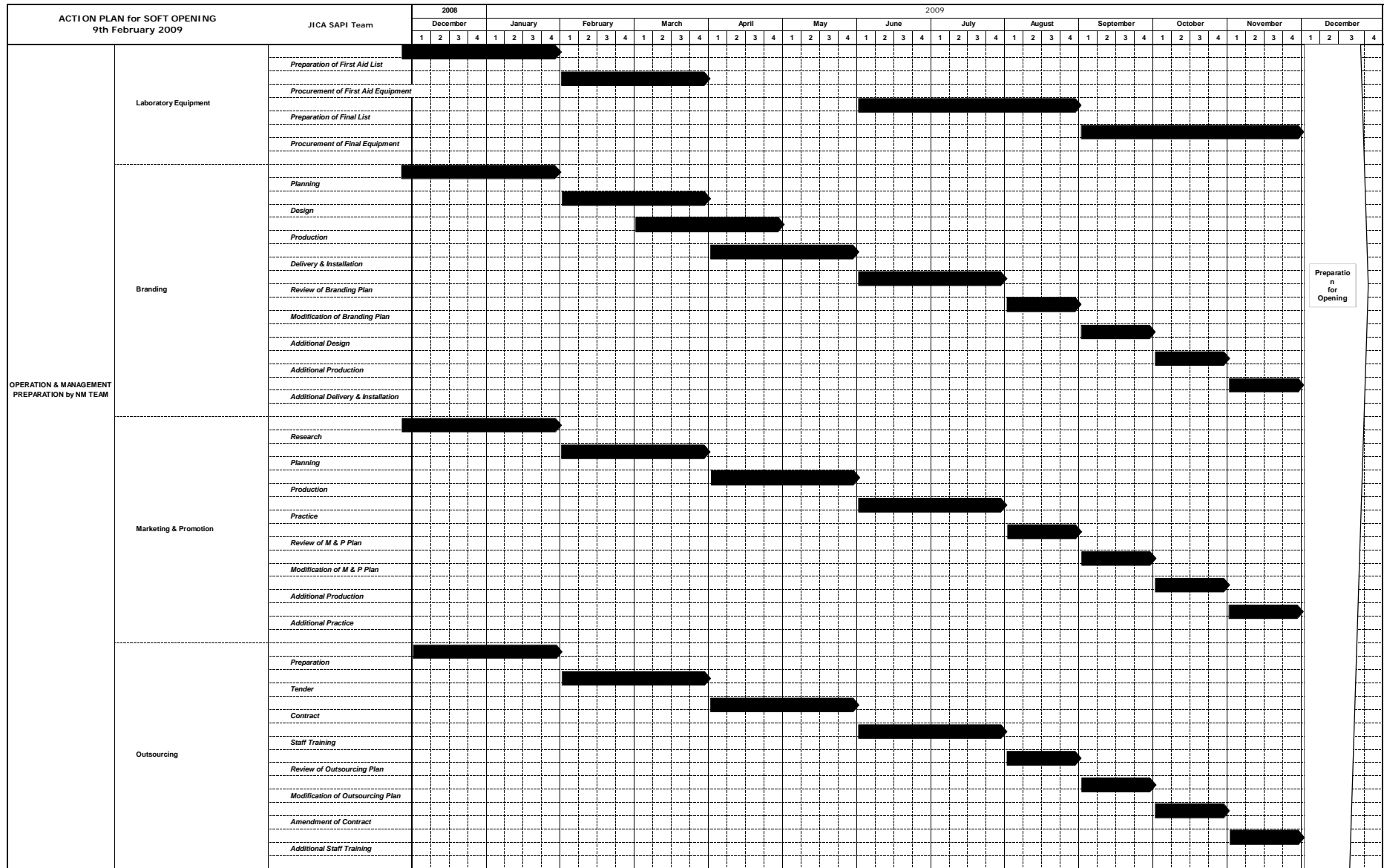
Firstly, the knowledge market will be opened in the National Museum homepage on the Internet; the knowledge market which will have a similar style/format to that of “Second Life”, “MySpace”, “eBay” or “facebook”; all of them are very popular sites on the Internet which have a lot of participants into the site activities.

Secondly, the knowledge market will be opened in the Multi-purpose Hall of the National Museum where a big screen showing on-going trade of knowledge and several PCs linked with the knowledge market will be prepared, and several mediators will also be stationed and introduce the latest list of knowledge tradable in the knowledge market.

Thirdly, the knowledge market will be extended to the outside of the National Museum; e.g. public and private museums, education facilities and internet cafes all over Jordan.

The knowledge market will support the “My Museum Campaign”, while the “My Museum Campaign” will activate the knowledge market; they will develop each other complementarily and synergistically.

ACTION PLAN for SOFT OPENING 9th February 2009		JICA SAPI Team	2008				2009																																															
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MILESTONE	Soft Opening																																																					
EXHIBITION	Archaeology FolMore One-to-One Theatre	Packing																																																				
		Transfer																																																				
		Unpacking/Cleaning/Restoration Conservation																																																				
		Display																																																				
	Modern Jordan Great Arab Renaissance	Collection & Arrangement																																																				
		Display																																																				
		Preparation of O & M Plan	Overall Plan																																																			
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Preparation  
for  
Opening

ACTION PLAN for SOFT OPENING 9th February 2009			2008		2009		2008		2009		2008		2009		2008		2009		2008		2009		2008		2009														
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Restaurant & Museum Shop			<i>Marketing Research</i>																																				
			<i>Business &amp; Operation Plan</i>																																				
			<i>Tender</i>																																				
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Education			<i>Planning</i>																																				
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Opening Events			<i>Planning</i>																																				
			<i>Production</i>																																				
			<i>Preparation</i>																																				







ACTION PLAN for SOFT OPENING 9th February 2009		JICA SAPI Team	2008																																												2009																																											
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## Action Plan - 1st Year

27th November 2008

Fields	Activities	Action	Actors	Space	Equipment/Tools	Budget
Researches	Laboratory Work	- Upgrade existing database - Upgrade existing exhibition materials	Collection Management Unit Conservation Unit	Laboratory	Laboratory equipment/materials	15,000
	Field Work					
	Cooperation Work					
Collection & Conservation	Collection	- Continue collection work for Traditional Life and Modern Jordan	Collection Management Unit Conservation Unit	Jordan	Pickup	30,000
	Restoration	- Continue restoration work for existing collections - Restore newly collected artifacts		Laboratory	Laboratory equipment/materials	
	Conservation	- Continue conservation work for existing and new collections - Upgrade conservation techniques and equipment through Technical Cooperation Project by JICA		Laboratory	Laboratory equipment/materials	
Permanent Exhibition	Upgrade	- Upgrade existing exhibits and displays - Carry out interviews and questionnaires to visitors regarding existing exhibition	Collection Management Unit Display & Exhibitions Unit	Exhibition Hall	Questionnaires	8,000
	Maintenance	- Practice maintenance work for existing exhibition - Check safety and security of exhibits and visitors, and modify display and barrier methods if necessary		Exhibition Hall	Maintenance tools	
	Renewal	- Upgrade exhibition techniques through Technical Cooperation Project by JICA		Exhibition Hall		
Temporary Exhibition	Anniversary	- Make ceremonial exhibition plan for 1st museum opening anniversary - Prepare for 1st museum opening anniversary exhibition	Display & Exhibitions Unit Collection & Management Unit Education Unit	Temporary Gallery		23,000
	Special (Once / Year)	- Make special exhibition plan for 5 years - Prepare for preliminary special exhibitions for 1st year - Practice preliminary special exhibitions for 1st year, e.g. "Amman Downtown" - Prepare for 2nd year special exhibitions		Temporary Gallery	Display equipment/tools	
	Themed (Several / Year)	- Make themed exhibition plan for 5 years - Upgrade display devices and tools through Technical Cooperation Project by JICA		Temporary Gallery	Display equipment/tools	

Fields	Activities	Action	Actors	Space	Equipment/Tools	Budget
Education	<b>Seminars &amp; Lectures</b>	<ul style="list-style-type: none"> <li>- Make 5 year plan for seminars and lectures</li> <li>- Prepare for preliminary seminars and lectures for 1st year</li> <li>- Practice preliminary seminars and lectures for 1st year, e.g. "Archaeology and History"</li> <li>- Prepare for 2nd year seminars and lectures</li> <li>- Upgrade education techniques through Technical Cooperation Project by JICA</li> </ul>	Education Unit	Seminar Room	Education tools/materials	15,000
	<b>Workshops</b>	<ul style="list-style-type: none"> <li>- Make 5 year plan for workshops for both adults and children</li> <li>- Prepare for preliminary workshops for 1st year</li> <li>- Practice preliminary workshops for 1st year being liked with seminars and lectures</li> <li>- Prepare for 2nd year workshops</li> </ul>	<i>Relevant organisations in Jordan and world</i>	Hands-on History Temporary Gallery	Workshop tools/materials	
	<b>Mobile Museum</b>	<ul style="list-style-type: none"> <li>- Make 5 year plan for Mobile Museum</li> <li>- Prepare preliminary Mobile Museum through Technical Cooperation Project by JICA</li> <li>- Prepare education tools and materials necessary for Mobile Museum</li> </ul>		Museum Site	Museum coach Education tools/materials Communication/Internet systems	
Events	<b>Ceremonies</b>	<ul style="list-style-type: none"> <li>- Make ceremonial event plan for 1st museum opening anniversary</li> <li>- Prepare for 1st museum opening anniversary event</li> </ul>	Education Unit External Relation Unit	Office		14,000
	<b>Performances</b>	<ul style="list-style-type: none"> <li>- Make 5 year performance plan</li> <li>- Prepare for 1st year performance programmes</li> <li>- Practice 1st year performance programmes by students and children</li> <li>- Make 2nd year performance plan</li> </ul>	Public Relations Unit	Seminar Room Hands-on History Temporary Gallery	Stage settings	
	<b>Markets</b>	<ul style="list-style-type: none"> <li>- Make indoor market plan</li> </ul>	<i>Relevant organisations in Jordan</i>	Office		
Publication	<b>Analogue Publication</b>	<ul style="list-style-type: none"> <li>- Make 5 year plan for analogue publication</li> <li>- Prepare for next year analogue publication</li> </ul>	Education Unit	Office		15,000
	<b>Digital Publication</b>	<ul style="list-style-type: none"> <li>- Make 5 year plan for digital publication</li> <li>- Prepare for next year digital publication</li> <li>- Upgrade digital publication techniques through Technical Cooperation Project by JICA</li> </ul>	Collection Management Unit Public Relations Unit	Office	DTP system	
	<b>Guide Materials</b>	<ul style="list-style-type: none"> <li>- Publish guide materials, e.g. pamphlets, leaflets and guide</li> </ul>		Office	DTP system	

Fields	Activities	Action	Actors	Space	Equipment/Tools	Budget
Promotion	My Museum Campaign	<ul style="list-style-type: none"> <li>- Make 5 year plan for My Museum campaign</li> <li>- Prepare tools and materials necessary for My Museum campaign</li> <li>- Start My Museum campaign in museum by linking campaign</li> </ul>	External Relation Unit Public Relations Unit Education Unit	Museum Space	Campaign tools/materials	14,000
	Friend of Museum	<ul style="list-style-type: none"> <li>- Make 5 year plan for Friend of Museum campaign</li> <li>- Prepare tools and materials necessary for Friend of Museum campaign</li> <li>- Start Friend of Museum campaign in museum by linking campaign with education and publication activities</li> </ul>		Museum Space	Campaign tools/materials	
	Fundraising	<ul style="list-style-type: none"> <li>- Make 5 year fundraising plan</li> <li>- Start fundraising activities in entire Jordan</li> </ul>		Jordan	Activity tools/materials	
Operation & Management	Marketing	<ul style="list-style-type: none"> <li>- Practice marketing research</li> <li>- Make 5 year marketing plan based on results of marketing research</li> <li>- Start marketing activities in entire Jordan focusing on sponsorship and Knowledge Market</li> </ul>	Operation Unit Human Resources Unit External Relation Unit	Jordan	Activity tools/materials	12,000
	Training	<ul style="list-style-type: none"> <li>- Make 5 year training plan</li> <li>- Practice training for new staff</li> <li>- Upgrade ICT techniques through Technical Cooperation Project by JICA</li> </ul>		Museum Space	Training tools/materials ICT system	
	Cooperation\	<ul style="list-style-type: none"> <li>- Make 5 year cooperation plan</li> <li>- Prepare cooperation programmes</li> <li>- Start cooperation activities among museums in Jordan</li> </ul>		Jordan	Activity tools/materials	

## Action Plan - 2nd Year

27th November 2008

Fields	Activities	Action	Actors	Space	Equipment/Tools	Budget
Researches	Laboratory Work	- Research existing collections - Synchronise existing databases	Collection Management Unit Conservation Unit	Laboratory	Laboratory equipment/materials	20,000
	Field Work	- Practice preliminary site examination - Select potential sites for investigation		Sites in Jordan	Research equipment/tools	
	Cooperation Work	- Prepare for collaboration work with academic institutes, universities and DOA		Office		
Collection & Conservation	Collection	- Study on potential artifacts owned by DOA - Select potential collections based on above study	Collection Management Unit Conservation Unit	ODA Museums in Jordan		40,000
	Restoration	- Continue restoration work for existing and new collections - Upgrade restoration equipment		Laboratory	Laboratory equipment/materials	
	Conservation	- Upgrade conservation environment of Exhibition Halls and Storage - Prepare conservation manuals for both NM's and other relevant institutes' conservators		Exhibition Hall Storage Office	Environment control equipment/tools	
Permanent Exhibition	Upgrade	- Study and analyse results of interviews and questionnaires - Upgrade existing exhibits and displays based on results of study and analysis	Collection Management Unit Display & Exhibitions Unit	Exhibition Hall	Display equipment/tools	20,000
	Maintenance	- Practice maintenance work for existing and upgraded exhibition - Check lighting effects and upgrade them if necessary		Exhibition Hall	Maintenance tools	
	Renewal	- Review and analyse existing exhibition concepts and display methods - Make preliminary renewal plan for permanent exhibition		Exhibition Hall Office		
Temporary Exhibition	Anniversary	- Practice 1st museum opening anniversary exhibition - Make ceremonial exhibition plan for 2nd museum opening anniversary - Prepare for 2nd museum opening anniversary exhibition	Display & Exhibitions Unit Collection & Management Unit Education Unit	Temporary Gallery	Display equipment/tools	80,000
	Special (Once / Year)	- Prepare for 2nd year special exhibitions - Practice 2nd year special exhibitions, e.g. "Jordanian"		Temporary Gallery	Display equipment/tools	
	Themed (Several / Year)	- Prepare for 2nd year themed exhibitions - Practice 2nd year themed exhibitions, e.g. "Culture and Tradition" - Practice Museum Day exhibition		Temporary Gallery	Display equipment/tools	

Fields	Activities	Action	Actors	Space	Equipment/Tools	Budget
Education	<b>Seminars &amp; Lectures</b>	<ul style="list-style-type: none"> <li>- Practice seminars and lectures for 2nd year being linked with themed exhibitions</li> <li>- Prepare for seminars and lectures for 3rd year</li> <li>- Carry out interviews and questionnaires on seminars and lectures</li> </ul>	Education Unit	Seminar Room	Education tools/materials	60,000
	<b>Workshops</b>	<ul style="list-style-type: none"> <li>- Practice workshops for 2nd year being linked with seminars and lectures</li> <li>- Prepare for workshops for 3rd year</li> <li>- Carry out interviews and questionnaires on workshops</li> </ul>	<i>Relevant organisations in Jordan and world</i>	Hands-on History Temporary Gallery	Workshop tools/materials	
	<b>Mobile Museum</b>	<ul style="list-style-type: none"> <li>- Activate Mobile Museum in schools all over Jordan</li> <li>- Upgrade Mobile Museum and education tools/materials</li> <li>- Carry out interviews and questionnaires on Mobile Museum</li> </ul>		Jordan	Museum coach Education tools/materials Communication/Internet systems	
Events	<b>Ceremonies</b>	<ul style="list-style-type: none"> <li>- Practice 1st museum opening anniversary event</li> <li>- Make ceremonial event plan for 2nd museum opening anniversary</li> <li>- Prepare for 2nd museum opening anniversary event</li> </ul>	Education Unit	Museum Space	Ceremonial settings	60,000
	<b>Performances</b>	<ul style="list-style-type: none"> <li>- Prepare for 2nd year performance programmes</li> <li>- Practice 2nd year performance programmes by local performers</li> <li>- Make 3rd year performance plan</li> </ul>	External Relation Unit Public Relations Unit	Seminar Room Temporary Gallery Hands-on History Courtyard	Stage settings	
	<b>Markets</b>	<ul style="list-style-type: none"> <li>- Prepare for indoor market</li> <li>- Practice indoor market for local handworks including children's</li> <li>- Make outdoor market plan</li> </ul>	<i>Relevant organisations in Jordan</i>	Hands-on History Museum Shop	Shop settings	
Publication	<b>Analogue Publication</b>	<ul style="list-style-type: none"> <li>- Publish annual report</li> <li>- Publish semi-annual magazines</li> <li>- Prepare for next year analogue publication</li> </ul>	Education Unit Collection Management Unit	Office	DTP system	40,000
	<b>Digital Publication</b>	<ul style="list-style-type: none"> <li>- Publish digital annual report</li> <li>- Publish digital semi-annual magazines</li> <li>- Prepare for next year digital publication</li> </ul>	Public Relations Unit	Office	DTP system	
	<b>Guide Materials</b>	<ul style="list-style-type: none"> <li>- Upgrade guide materials</li> <li>- Prepare for digital guide materials</li> </ul>		Office	DTP system	
Promotion	<b>My Museum Campaign</b>	<ul style="list-style-type: none"> <li>- Extend My Museum campaign to all over Jordan by linking campaign with Mobile Museum</li> </ul>	External Relation Unit	Jordan	Campaign tools/materials	50,000
	<b>Friend of Museum</b>	<ul style="list-style-type: none"> <li>- Extend Friend of Museum campaign to all over Jordan by linking campaign with Mobile Museum</li> </ul>	Public Relations Unit	Jordan	Campaign tools/materials	
	<b>Fundraising</b>	<ul style="list-style-type: none"> <li>- Modify 5 year fundraising plan if necessary</li> <li>- Extend fundraising activities to whole Arab area</li> </ul>	Education Unit	Arab	Activity tools/materials	

Fields	Activities	Action	Actors	Space	Equipment/Tools	Budget
Operation & Management	Marketing	<ul style="list-style-type: none"> <li>- Modify 5 year marketing plan if necessary</li> <li>- Extend marketing activities to whole Arab area focusing on sponsorship and Knowledge Market</li> </ul>	Operation Unit Human Resources Unit External Relation Unit	Arab	Activity tools/materials	20,000
	Training	<ul style="list-style-type: none"> <li>- Practice training for new staff</li> <li>- Train core staff with assistance of suitable organisations in Jordan, e.g. RSCN</li> </ul>		Museum Space	Training tools/materials	
	Cooperation\	<ul style="list-style-type: none"> <li>- Upgrade cooperation programmes</li> <li>- Extend cooperation activities to academic institutes and universities in Jordan</li> </ul>		Jordan	Activity tools/materials	



## Action Plan - 3rd Year

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Fields	Activities	Action	Actors	Space	Equipment/Tools	Budget
Researches	Laboratory Work	- Investigate potential artifacts in Jordan - Prepare exhibition materials for permanent exhibition renewal	Collection Management Unit Conservation Unit	Jordan Laboratory	Laboratory equipment/materials	45,000
	Field Work	- Obtain approval for site investigation from DOA - Carry out basic site investigations		DOA Sites in Jordan	Investigation equipment/tools	
	Cooperation Work	- Hold preliminary session for collaboration work among academic institutes, universities, DOA and NM		Seminar Room	Discussion materials	
Collection & Conservation	Collection	- Negotiate with DOA on transference of selected potential collections - Prepare for above transference in both respective facilities and NM	Collection Management Unit Conservation Unit	DOA Jordan	Packing tools/materials	45,000
	Restoration	- Restore artifacts requested by other museums, academic institutes and universities in Jordan - Upgrade restoration techniques by inviting internationally top-level experts		Laboratory	Laboratory equipment/materials	
	Conservation	- Conserve artifacts requested by other museums, academic institutes and universities in Jordan - Hold practical session for conservation methods and techniques among above organisations and NM		Laboratory Seminar Room	Laboratory equipment/materials	
Permanent Exhibition	Upgrade	- Introduce ICT systems for guide and security - Increment interactive devices and displays	Collection Management Unit Display & Exhibitions Unit	Exhibition Hall	ICT systems Interactive devices/displays	60,000
	Maintenance	- Practice maintenance work for existing and upgraded exhibition - Check audiovisual and interactive effects and upgrade them if necessary		Exhibition Hall	maintenance tools	
	Renewal	- Make final renewal plan for permanent exhibition - Begin preparation for renewal of permanent exhibition to be implemented in 4th year		Exhibition Hall Office		
Temporary Exhibition	Anniversary	- Practice 2nd museum opening anniversary exhibition - Make ceremonial exhibition plan for 3rd museum opening anniversary - Prepare for 3rd museum opening anniversary exhibition	Display & Exhibitions Unit Collection & Management Unit Education Unit	Temporary Gallery	Display equipment/tools	120,000
	Special (Once / Year)	- Prepare for 3rd year special exhibitions - Practice 3rd year special exhibitions, e.g. "Future of Jordan"		Temporary Gallery	Display equipment/tools	
	Themed (Several / Year)	- Prepare for 3rd year themed exhibitions - Practice 3rd year themed exhibitions, e.g. "Science and Art" - Practice museum day exhibition		Temporary Gallery	Display equipment/tools	

Fields	Activities	Action	Actors	Space	Equipment/Tools	Budget
Education	<b>Seminars &amp; Lectures</b>	<ul style="list-style-type: none"> <li>- Modify 5 year plan for seminars and lectures based on results of interviews and questionnaires if necessary</li> <li>- Practice seminars and lectures for 3rd year being linked with themed exhibitions</li> <li>- Prepare for seminars and lectures for 4th year</li> </ul>	Education Unit  <i>Relevant organisations in Jordan and world</i>	Seminar Room	Education tools/materials	90,000
	<b>Workshops</b>	<ul style="list-style-type: none"> <li>- Modify 5 year plan for workshops based on results of interviews and questionnaires if necessary</li> <li>- Practice workshops for 3rd year being linked with seminars and lectures</li> <li>- Prepare for workshops for 4th year</li> </ul>		Hands-on History Temporary Gallery	Workshop tools/materials	
	<b>Mobile Museum</b>	<ul style="list-style-type: none"> <li>- Modify 5 year plan for Mobile Museum based in results of interviews and questionnaires if necessary</li> <li>- Extend activities of Mobile Museum to communities all over Jordan</li> <li>- Upgrade Mobile Museum and education tools/materials</li> </ul>		Jordan	Museum coach Education tools/materials Communication/Internet systems	
Events	<b>Ceremonies</b>	<ul style="list-style-type: none"> <li>- Practice 2nd museum opening anniversary event</li> <li>- Make ceremonial event plan for 3rd museum opening anniversary</li> <li>- Prepare for 3rd museum opening anniversary event</li> </ul>	Education Unit External Relation Unit Public Relations Unit  <i>Relevant organisations in Jordan and world</i>	Museum Space	Ceremonial settings	90,000
	<b>Performances</b>	<ul style="list-style-type: none"> <li>- Prepare for 3rd year performance programmes</li> <li>- Practice performance programmes by international performers being linked with "Jerash Art Festival"</li> <li>- Make 4th year performance plan</li> </ul>		Seminar Room Temporary Gallery Hands-on History Courtyard Garden	Stage settings	
	<b>Markets</b>	<ul style="list-style-type: none"> <li>- Prepare for outdoor market</li> <li>- Practice outdoor market for international handworks including children's</li> <li>- Make flea market plan</li> </ul>		Courtyard Garden	Shop settings	
Publication	<b>Analogue Publication</b>	<ul style="list-style-type: none"> <li>- Publish annual report</li> <li>- Publish books, e.g. archaeology, history, heritages and culture</li> <li>- Publish quarterly magazines</li> <li>- Prepare for next year analogue publication</li> </ul>	Education Unit Collection Management Unit Public Relations Unit	Office	DTP system	60,000
	<b>Digital Publication</b>	<ul style="list-style-type: none"> <li>- Publish digital annual report</li> <li>- Publish digital books, e.g. archaeology, history, heritages and culture</li> <li>- Publish digital quarterly magazines</li> <li>- Prepare for next year digital publication</li> </ul>		Office	DTP system	
	<b>Guide Materials</b>	<ul style="list-style-type: none"> <li>- Publish digital guide materials linked with digital guide system</li> <li>- Prepare interactive guide materials using cutting-edge ICT</li> </ul>		Office	DTP system	
	<b>My Museum Campaign</b>	<ul style="list-style-type: none"> <li>- Extend My Museum campaign to all over world by linking campaign with museum's website</li> </ul>	External Relation Unit	World	Campaign tools/materials	

Fields	Activities	Action	Actors	Space	Equipment/Tools	Budget
Promotion	Friend of Museum	- Extend Friend of Museum campaign to all over world by linking campaign with museum's website	Relation Unit Public Relations Unit Education Unit	World	Campaign tools/materials	60,000
	Fundraising	- Modify 5 year fundraising plan if necessary - Extend fundraising activities to all over world		World	Activity tools/materials	
Operation & Management	Marketing	- Modify 5 year marketing plan if necessary - Extend marketing activities to all over world focusing on sponsorship and Knowledge Market		World	Activity tools/materials	30,000
	Training	- Upgrade training programmes - Dispatch core staff to overseas organisations - Prepare self-training programmes using museum's LAN and Internet systems	Operation Unit Human Resources Unit External Relation Unit	Office Overseas	Training tools/materials LAN/Internet systems	
	Cooperation\	- Upgrade cooperation programmes - Extend cooperation activities to museums, academic institutes and universities in world		World	Activity tools/materials	