

YINGCHONG WANG

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EDUCATION

The Ohio State University in Columbus, Ph.D. in Arts Administration, Education & Policy Aug. 2018 - Dec. 2022
Graduate Minor in Public Policy and Management

Advisor: Dr. Joni Acuff & Dr. Tiffany Bourgeois

Thesis: "Branding Historical Cities in the Age of Social Media --branding and tourism planning in Xi'an and Santa Fe"

Carnegie Mellon University, M.A. in Arts Management (Highest Distinction) Aug. 2015 - May 2017

Advisor: Dr. Brett Crawford

Capstone: "Analysis on the Free Screening in Public Libraries by Lincoln Center"

University of Bologna, Exchange in Innovation & Organization of Culture & the Arts Program Sept. 2016 - Dec. 2016

Advisor: Dr. Luca Zan

Tsinghua University, B.A. in English Aug. 2011 - Jul. 2015

Advisor: Dr. Jie Dong

Thesis: "Language Practices of the Male Homosexual Community in China"

University of Birmingham, Exchange in the Department of English Sept. 2013 - Jan. 2014

AWARDS AND SCHOLARSHIPS

Ohio State University Aug. 2018 - Present

- Barnett Dissertation Fellowship from the Lawrence and Isabel Barnett Fellowship Fund awarded for the Autumn semester of 2022.
- Barnett Fellowship from the Lawrence and Isabel Barnett Fellowship Fund awarded for Autumn for the academic years 2018 to 2019 and 2019 to 2020.

Carnegie Mellon University Aug. 2015 - May 2017

- Graduate Merit-based Scholarship awarded by the Heinz College of Information Systems and Public Policy at Carnegie Mellon University from August 2015 to May 2017.

Tsinghua University Aug. 2011 - Jul. 2015

- Awarded the Highest Distinction in the 2014 College Students Scientific Research and Undertaking Starting Action Project in Beijing for the research project "Language Practices of the Male Homosexual Community in China"
- Undergraduate Merit-based Scholarship awarded by the School of Humanities at Tsinghua University for the academic year 2013-2014.
- Undergraduate Scholarship for Artistic Excellency awarded by the School of Humanities at Tsinghua University for the academic year 2013-2014 and the academic year 2012-2013.

TEACHING EXPERIENCE

Ohio State University | Online Instructor (ARTEDUC 1600) | Columbus Aug. 2020 - May 2022

- Taught an online class of 55 students about the visual and musical arts after 1945 and engaged them in active observation and participation.
- Organized and managed all aspects of OSU Carmen for students to access learning tools and materials in categories that stimulated their interest in learning.
- Utilized weekly discussions and online quizzes to help students understand how issues such as gender, race, social context, and national policies affect the arts and cultural field.
- Reviewed 55 students' arts critique worksheets and provided timely feedback to support their learning and writing.

SCHOLARLY ACTIVITY (PRINT & DIGITAL OUTPUT)

- Book Chapter: Asset management, Invest and Fund Digital/IT Assets in *Financial Management in Museums* edited by Yuha Jung, Rachel Shane, and Jaleesa Wells (expected publishment in 2024).
- Book Translation: *The Fundamentals of Cello Techniques* (Yingchong. Wang, Trans.; 2nd ed.). (2022). Southwest University Press in China.
- Paper Publication:
 - Wang, Yinan, & Wang, Yingchong (2022). Developing Creative Leadership in the Use of Digital Communication Tools: A Psychological Perspective. *Sustainability*, 14(19), 11796.
 - Wang, Yingchong (2015). “The Homosexual Language Community of Practice in China: A Linguistic Perspective on Biological and Psychological Gender Characteristics”. *Forum on Social Science* (2015, Volume 1). Edited by Shaanxi Translators Association.
- Invited Lecture: “Research on Cultural Policy and City Branding from the Perspective of Public Diplomacy”. (Dec. 13, 2020). Series of Visiting Scholar Lectures. Xi’an Conservatory of Music, Xian, China.
- Conference Presentation:
 - “A Battle to Win Young Hearts: Advertising Heritage Through Pop Culture --The Case of Palace Museum in Beijing” at the Social Theory, Politics, and the Arts Conference on Oct. 12th, 2019, in New Orleans.
 - “Branding Historical Cities in the Age of Digital Communication - Framing Xi'an and Santa Fe on Social Media”, accepts at the Social Theory, Politics, and the Arts Conference on Sept. 21st, 2023, in Lexington.
- Research Blogs:
 - “Take Action: It’s time to build your BYOD policy” (Jun. 4th, 2016). <https://amt-lab.org/blog/2016/4/take-actions-its-time-to-build-your-byod-policy>
 - “Bring-Your-Own-Device: What Does Your Organization Need to Know?” (May 9th, 2016). <https://amt-lab.org/blog/2016/4/bring-your-own-device-what-does-your-organization-need-to-know>
 - “Using Technology to Protect Artwork” (Apr. 7th, 2016). <https://amt-lab.org/blog/2016/4/news-summary-using-technology-to-protect-artwork>
- Academic Podcasts:
 - Mandy Ding (Producer), (May 2022). “Let’s Talk About the Authenticity We Want to See When Travelling from the Perspective of Cultural Policy”. Available from: <https://open.spotify.com/episode/380wIhMPWjxW6wyipUVIKu?si=2a374f3c78a54ed2>
 - Minus Plato (Producer), (Oct. 2020). “Feedback Delay Fridays - Ying Chong Wang on Wang Bing”. Distributed by: SoundCloud. Available from: <https://soundcloud.com/user-36998074/feedback-delay-fridays-episode-6-ying-chong-wang-on-wang-bing-102320?in=user-36998074/sets/feedback-delay-fridays-on>

RESEARCH EXPERIENCE

- Free Screening Project at Lincoln Center** | Research Consultant | Pittsburgh Jan. 2017 - May 2017
- Researched Lincoln Center’s public library partners and categorized these libraries based on social media analysis, website UX analysis, and geolocation analysis.
 - Surveyed all existing public library partners (200+) and evaluated attendance, content, and audience feedback based on the analysis of the valid survey responses.
 - Analyzed and summarized the characteristics of the existing library partners, particularly those who have achieved the highest performance in the "free screening in public libraries" project.
 - Reviewed 13041 public libraries in the US using the summarized characteristics and identified 7159 libraries as the most likely future partners.
- Arts Management and Technology Lab** | Contributing Researcher | Pittsburgh Jan. 2016 - Jun. 2016
- Researched and published findings and recommendations pertaining to the BYOD (Bring Your Own Device) policy in arts and nonprofit organizations on AMTlab.org.
 - Assisted in the analysis and discussion of news items regarding arts management and technology trends in the AMT lab on a weekly basis.

- Interviewed professionals in the creative industries and published the interviews on the lab's website.

Early Identification of Children at Risk for Dyslexia (National Nature Science Foundation: 81371497) | Research Assistant | Beijing Sep. 2014 - Feb. 2015

- Instructed kindergarten students on reading the alphabet and evaluated their memorization abilities weekly.
- Participated in weekly lab meetings to report experiment results, preliminary findings, and unexpected issues, as well as to discuss potential improvements to the experiments.

Language Practices of the Male Homosexual Community in China | Researcher | Beijing Mar. 2014 - Jul. 2015

- Collaborated with the Beijing LGBT Center to distribute 150+ surveys to the gay community in Beijing in an effort to collect samples of their daily conversations, oral descriptions, and formal and informal writings.
- Analyzed the obtained samples of speech using social linguistic theories such as the community of practice and discursive identity to identify the stereotypes associated with their language use.
- Conducted in-depth interviews with purposely sampled representatives from the community to sketch a pattern of change in their language pattern and identify key time points when style changes occurred.

Protection of Ethnic Culture of Naxi Minority in Yunnan, China | Researcher | Yunnan Jul. 2012 - Oct. 2012

- Conducted field research on Naxi culture and historic preservation, as well as how it interacts with the development of local tourism.
- Reviewed Yunnan's existing policies and practices relating to the preservation of the intangible and tangible cultural heritage of ethnic minority groups.
- Examined the degree to which the Naxi educational system adheres to cultural heritage and traditions by interviewing local arts education teachers.

ADMINISTRATIVE EXPERIENCE

Barnett Center for Integrated Arts and Enterprise | Barnett Fellow | Columbus Aug. 2018 - Jul. 2020

- Developed the website project Idea Spotlight to highlight the research progress of selected researchers from the OSU Arts Administration and Education community through blog posts.
- Co-designed and managed Barnett Center's field school project Sketch Party, which included 1) facilitating discussion panels on community engagement, artist empowerment, and stereotypes through sketch art; 2) interviewing speakers and writing newsletters; 3) developing promotional videos and materials that would reach wider audiences.

The Palace Museum | Research Assistant (temporary track) | Beijing May 2018 - Aug. 2018

- Recorded, analyzed, and evaluated sales data for the Palace Museum's creative galleries during the second quarter and designed an analysis model for future sales data documentation.
- Conducted research on the creative stores and exhibitions at the Palace Museum and collaborated with other departments within the museum.
- Assisted the Palace Museum's creative team by attending design review meetings and drafting recommendations.
- Supported administrative tasks related to gallery tours, office work, and upcoming exhibition installations.

StepOne Education | Marketing & Communication Assistant | Pittsburgh, Xi'an, Leesburg Jul. 2017 - Apr. 2018

- Assist in the organization of operational events at StepOne Education and its music education studio, including providing consultation to students, contacting artists, organizing China-US summer music camps, and promoting collaboration with international organizations.
- Researched local cultural and arts funding and grant policies, and prepared narratives for future applications.
- Assisted in the organization of file documentation, the review of mail correspondence, and the proofreading of promotional materials.

Greater Pittsburgh Arts Council | Research & Advocacy Intern | Pittsburgh Jan. 2017 - May 2017

- Analyzed both primary and secondary data to measure the economic, social, and community impacts of the arts sector in the Greater Pittsburgh area.

- Calculated the multiple impacts of the regional arts section on job creation, household income, and tax revenues as part of a significant collaboration between GPAC and the Pittsburgh Downtown Partnership.
- Developed data reports and talking points based on the research on National Endowment for the Arts Grants and PA Art Grants for 1) the 2017 National Arts Advocacy Day in Washington, DC; 2) the 2017 PA Arts & Culture Advocacy Day in Harrisburg, PA.

Greater Pittsburgh Arts Council | Full-time Research & Marketing Intern | Pittsburgh May 2016 - Aug. 2016

- Administered surveys for the Arts and Economic Prosperity 5 study including 1) completing data entry for 728 audience spending surveys and 2) Preparing reports to initiate survey analysis as part of the collaboration between GPAC and the American for the Arts.
- Analyzed and summarized data collection for the Greater Pittsburgh Arts Council's individual giving campaign involving 57 Pittsburgh arts and culture organizations.
- Researched and drafted 13 policy briefs in preparation for a discussion with ten legislators during the Pennsylvania State Arts and Cultural Caucus.
- Assisted with the digital marketing of Re:New Arts Festival including 1) editing promotional photos and texts, 2) researching media sponsorships, and 3) assisting with the Festival's email campaigns.

Ministry of Culture and Tourism of P.R.C. | Communication Intern | Beijing Nov. 2014 - May 2015

- Interviewed 20 cultural management professionals throughout China to collect cases aimed at improving the effectiveness of the policy to "reform state-owned performing organizations into market-oriented organizations."
- Assisted in the compilation of the Artistic Management Guide which was distributed as a supplementary textbook during the Arts Market Seminars held by the Ministry of Culture in 2015.

International Child Art Foundation | Communication Assistant | Washington D.C. & Beijing Jul. 2014 - May 2015

- Reached out to 70+ artists from China, Singapore, Spain, and Italy regarding the World Children's Festival and followed up with details of the invitation.
- Researched art and creative education programs in Beijing, China, and assisted in designing and promoting the collaboration between the ICAF Arts Olympia education program and the Canadian International School of Beijing.
- Assisted in the recruitment process, including responding to inquiries, arranging interviews, and training new interns.
- Promoted the launch of the Chinese social media account, Weibo, and increased the number of views of the organization's hashtags from 0 to 200,000 in six weeks.
- Contributed to the preparation of the Business Corporation Plan of the World Children's Festival, the Strategic Partnership Plan, the Partnership Agreement, the Peace Artists Project, and ICAF Exhibition Plan to facilitate the signing of a collaborative contract with China's National Development and Reform Commission.

ARTISTIC ACTIVITY

- Awarded the first prize at the 20th Osaka International Music Competition for cello in the age-g category in the China region in June 2019.
- Awarded first prizes in the National University Performing Arts Showcase Competition of the year 2012 and 2015 with the Tsinghua University Symphony Orchestra as principal cellist.

SERVICES

MTSY Summer Music Festival | Teaching Assistant & translator | Xi'an Jul. 2019 - Aug. 2019

- Provided translation and training support at the music festival's master classes and open rehearsals.

Global Graduate Union Consulting | Consulting Mentor | Work remotely Sep. 2018 – Present

- Guide prospective arts management students on curriculum design, interview preparation, resume polishing, and internship planning.

University of Birmingham | Chinese Teaching Assistant | Birmingham Sep. 2013 - Dec. 2013

- Helped students with their oral practice and reviewed their essays on a weekly basis.

SKILL

MS Office software (Word, PowerPoint, Excel, Access) | Minitab | ArcGIS | SAS (Statistic Analysis System) | Tableau | Adobe Creative Cloud (Audition, Premier Pro, Photoshop, InDesign, Illustrator)