

Strategy Research on College Students' Volunteer Service of Rural Needs in the New Era

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Abstract: College students are the driving force of volunteer service and an important force for rural revitalization. With the in-depth promotion of rural strategy and people's need for a high-quality life, rural needs in the new era also shows diversified development characteristics. At the present stage, the challenges facing college students' volunteer service in rural areas in the new era mainly lie in three aspects: diverse service forms but insufficient professional abilities, expanded service scale but weak cooperation mechanisms, and increased service categories but an imbalanced supply and demand structure. Therefore, based on the rural needs in the new era, this paper studies the strategy of college students' volunteer service oriented to the rural needs in the new era, and helps to match college students' volunteer service precisely with rural needs.

Keywords: Rural revitalization, Rural needs in the new era, College students' volunteer service, Strategy research

1. Introduction

The report of the 20th Congress of the Communist Party made a clear deployment of youth volunteer work in the new era, and put forward great expectations for the youth in the new era. It pointed out that young volunteers should focus on the needs of the motherland, the expectations of society, and the urgent needs of the masses. They should combine the characteristics interests and abilities of youth groups, go deep into the grassroots and remote areas, and undergo practical training to strengthen their physical and mental abilities. 2022, the National Rural Revitalization Bureau and the Ministry of Civil Affairs issued the Special Action Programme for Social Organizations to Assist Rural Revitalization. The Special Action Programme calls for the construction of a multi-level, multi-disciplinary docking platform, the promotion of precise alignment between supply and demand for volunteer service, and the improvement of the volunteer service innovation system. Along with the rural revitalization strategy continuing to deepen and people's pursuit of a high quality of life, rural development also presents diversified characteristics. Empowering rural volunteer service has shown unprecedented vitality, which puts forward higher requirements for college student volunteers in rural areas. How to meet rural needs in the new era, and accurately and effectively carry out college students' volunteer service work has become a hot topic of concern at present.

In order to help college students' volunteer service groups effectively carry out rural volunteer service in the new era, this paper explores a new path for college students' volunteer service for rural needs in the new era based on the analysis of the changing characteristics of rural needs and the current situation and problems of college students' rural volunteer service.

2. Research status of college students' volunteer service oriented to rural needs in the new era

There are abundant studies on college students' volunteer service in rural areas, and it is found that the existing studies mainly focus on the construction of the service system, implementation path, and ideological construction, as follows:

In terms of the construction of the service system, Li Minxi (2022)^[1] and others believe that school-rural cooperation should be strengthened to build a volunteer service support system, and the school level should provide substantial rewards for volunteer service, establish quantitative reward procedures, and provide professional volunteer service course guidance. At the village level, local governments should

study the management methods to support college students' volunteer services, formulate service job descriptions and specifications, and provide life services for volunteers. Wu Haoyue et al. (2022)^[2] and others suggest that Germany has adopted the conceptual basis of a dual system, whereby "public/municipal" social services and private non-profit social services are closely integrated to become the provider of social public services.

In the study of service implementation path, Zhang Ting (2021)^[3] et al. believe that it is necessary to actively create a good atmosphere for volunteer service in rural areas, strengthen the organization and management of college students' rural volunteer service, and carry out professional training for college students' rural volunteer service. Li Changhao (2023)^[4] et al. should adhere to the idea of "concept + four modernizations" and organically combine theoretical understanding with concrete practice. In the process of improving the quality, effectiveness, and level of rural revitalization volunteer service, we should pay attention to the integration of resources and the operation of the project-based promotion mechanism, so as to achieve the power gathering, efficiency improvement, innovation, and creation of rural revitalization volunteer service.

In terms of the construction of service ideology, Pan Yuhang (2022)^[5], Li Liyan (2023)^[6], Wu Weigen (2012)^[7], and others put forward the importance of opening up new ideas. They believe that college students with active minds and rich knowledge can bring new perspectives and ways of thinking about rural governance. Through professional learning and practice, college students can provide innovative solutions to promote rural development and improve the rural socio-economic environment. The widespread popularization of the "voluntary" and "dedicated" spirit of college students in volunteer service is widely spread in the countryside, which has a positive impact on the social value of farmers. It can drive and improve their awareness and ability of social participation, which is conducive to promoting the construction of rural volunteer service and all-round development of rural communities, and the enhancement of farmers' social values.

In conclusion, it can be stated that, the existing research system is relatively sound, but the content of college students' volunteer service is rarely considered in combination with the changing characteristics of rural needs in the new era, so this paper explores a new path of college students' volunteer service for rural needs in the new era.

3. Analysis of rural needs in the new era

Along with the rural revitalization strategy continuing to deepen and people's pursuit of a high quality of life, rural areas have undergone profound changes in numerous aspects such as the economy, politics, culture, ecological environment, and rural appearance. These changes reflect the diverse needs of different groups in rural areas and the diverse characteristics of rural development. The demand for rural volunteer services has shifted from traditional agricultural production to demands for smart health, scientific and technological innovation, digitization, environmental protection and sustainable development, and the inheritance and innovation of local culture. It can be said that the volunteer service requirements for rural areas in the new era are changing from a shift from general and shallow services to professional, refined, and deep level services. Based on the changes in the new era and the current situation of rural development, this paper analyzes the needs of rural areas in the new era from the following four aspects:

3.1. Demand for Smart Health Services

The demand for smart health services is an important area of rural demand in the new era. Rural areas face the problem of insufficient medical resources, including medical environment, medical conditions and technology, medical talents^[8]. Smart health mainly includes online consultation and telemedicine, health monitoring and management, the popularization of health information, health data analysis and prediction, medication management, and smart medicine box. Improving rural medical conditions, innovating rural smart health service models, and meeting the personalized and diverse medical needs of different age groups in rural areas are manifestations of valuing and paying attention to health among rural groups, and also one of the manifestations of the changes in rural needs in the new era, and this type of volunteer service requires high professional ability from college students.

3.2. Demand for STI and digital services

With the development of science and technology, rural areas are also facing pressure and

opportunities for digital transformation. Whether it is agricultural modernization, integrated government services, grass-roots organizational governance, or innovative supply of public services, all of these require scientific and technological assistance and digital transformation. Although the continuous improvement of rural infrastructure construction and service supply has provided conditions for STI (Scientific and Technical Information) and digital transformation, due to the lag in rural digital development and STI, and the emergence of the gap between urban and rural areas in ST (Science and Technology) and digital aspects, there are still prominent problems in rural areas, such as insufficient digital application by business entities, insufficient digital skills among farmers, and low frequency but costly digital service usage. These issues also lead to significant changes in the content of college students' volunteer service. It is required that college students' volunteer service groups have certain STI service capabilities to address rural needs for STI and digital services, and provide digital technological support and guidance, training, and teaching integrated services.

3.3. Demand for Environmental protection and sustainable development

With the rapid development of the rural economy and the pace of urban-rural integration construction, urban industrial pollution is constantly shifting to rural areas. However, there is still a certain gap between the current agricultural and rural ecological environment protection and construction work and the construction of ecological civilization. The comprehensive improvement ability of rural environment still has deficiencies, which has led to increasingly serious rural environmental pollution, the pollution of household waste and wastewater in towns is particularly obvious; The reduction of wetlands, the weakening of self-purification capacity of river beds, and the difficulty of water purification for the people will take some time to solve. And the majority of rural people's demand for environmental quality is increasing, the demand for sustainable development of the living environment is increasing. For this reason, rural needs in the new era for environmental protection put forward the requirements, the need for college students to join the attention of the volunteer group and respond to the government and society, and jointly help rural ecological and environmental management, promoting the green development of rural areas in the new era.

3.4. Demand for Local Cultural heritage and innovation

Culture is the "root" and "soul" of a country and a nation, and it is the most fundamental, deeper, and more enduring force at all times^[9]. Traditional culture, as the foundation of a nation and society, has rich connotations and wisdom, and needs to be inherited and protected. The report of the 20th Congress of the Communist Party requires that we should "inherit excellent traditional Chinese culture, meet the growing spiritual and cultural needs of the people, consolidate the common ideological foundation of the whole Party and people of all ethnic groups in the country, and continuously enhance the soft power of national culture and the influence of Chinese culture." Traditional culture is rooted in rural areas, is the spiritual home of rural areas, and is the emotional bond and identification symbol of rural residents, containing rich wisdom and creativity. Rural revitalization needs to be passed on through cultural inheritance to better understand and remember the history and traditions of our own nation, to draw on experience and wisdom from it, and to inject new vitality and connotation into rural revitalization. Therefore, the new era requires rural areas to inherit and innovate traditional culture, that is, how to innovate and develop while retaining traditional values and cultural identity. The process needs not only to respect the tradition without destroying the traditional culture, but also to constantly explore new possibilities, draw essence, and combine with the development needs of the new era^[10]. This also clarifies the service goals of college students' volunteer service in rural areas, expands the project content, and the college students' volunteer service group can provide services including but not limited to traditional skill protection, rural library construction, planning traditional festival activities, and so on.

4. Analysis of the Current Situation and Problems of College Students' Volunteer Service Facing Rural Needs in the New Era

In the process of rural revitalization strategy continues to deepen, the demand for high-quality development of rural areas has gradually increased for the volunteer service ability of college students. At present, the characteristics of college students' volunteer service in rural areas in the new era mainly include three main aspects: diverse service forms but insufficient professional abilities, expanded service scale but weak collaboration mechanisms, increased service types but imbalanced supply and demand structure. To become a rural revitalization volunteer service force that "knows farmers, loves agriculture,

and revitalizes rural areas," it is necessary to conduct in-depth analysis of the current situation and problems of their services:

4.1. Diverse forms of services but insufficient professional capability

With the development of rural areas in the new era and the cumulative promotion of volunteer activities year by year, the theme of volunteer service projects is also constantly evolving with the times, and the types and forms of volunteer services provided tend to be diversified, specialized, and targeted. The categories of volunteer service projects have gradually increased from original basic service types, such as theoretical popularization and propaganda, observation of the national and social situation and education and care, and deepening of rural cleanliness, etc., to technical services that require higher professional abilities, such as science and educational support for agriculture, new media to help assistance for agricultural economy, and medical treatment. However, due to the lack of professional skills, the current majority of college student volunteer groups lack relevant professional skills and technical means. The coverage of technical volunteer service activities is not large, and most of them are superficial and have not been carried out in depth. Although the scope of volunteer service abilities among college students is gradually expanding through the increase of volunteer service project categories, due to the perceived utilitarianism and the lack of training, there are also cases where college students find it difficult to persist and fail to achieve the expected results during the service process^[11]. In addition, from the current organized volunteer service activities, technical volunteering project services that require professional skills still account for a relatively small proportion of the total number of volunteer service projects, indicating that college students' own professional competence is insufficient, and their professional knowledge does not match well with actual services, making it is difficult for them to provide or complete volunteering services with higher technical requirements.

4.2. Scaling up of services but weak collaborative mechanisms

Accompanied by the implementation of such as "Three Down to the Countryside", "Youth Red Dream Building Journey", "Graduate Teaching Support Project", and "Western Plan" and other activities, more and more college students are actively participating in rural volunteer services. Currently, many universities have clear requirements for recruiting counselor positions and undergraduate recommendations for graduate students^[12]. For example, priority or necessary conditions are given to those who have experienced the Western Plan, which in turn motivates more college students to join volunteer services and promotes the increasing scale of college student volunteer services. At present, most volunteer service activities are initiated by local governments, universities, and social organizations, with a small number of them are initiated by college students themselves, and all kinds of volunteering organizations generally focuses on volunteer activities, and some of them even carry out activities merely for the sake of carrying out activities. There is less communication between different organizations, and a lack of long-term and sustainable docking mechanisms with rural areas, resulting in duplicate service contents. and the same organizations have weak collaboration mechanisms with each other, resulting in duplication of service contents, the lack of a strong coordination mechanism between different organizations has led to a lack of all-round, multi-level, and efficient docking between multiple bodies, and a high degree of duplication in the content and duration of volunteer services.

4.3. Increased types of services but imbalanced supply and demand structure

At present, rural volunteer services cover multiple aspects such as education, health, culture, and social governance and other aspects. The types of services are constantly increasing, but the content of volunteer services is mostly superficial and cannot meet the needs of rural development in the new era and people's yearning for high-quality life, and the supply of volunteer services is inconsistent with the structure of rural demand in the new era. The reasons for this are that, firstly, the college students' volunteer service group pays less attention to rural areas in the new era, and due to the limitations of winter and summer vacations, the service continuity is limited, and they failed to carry out in-depth research on rural needs, have insufficient understanding of audience needs, and have not kept up with the changes in a timely manner, resulting in the services they provide don't meet the actual needs of rural areas. Secondly, the service design lacks pertinence and flexibility, college students' volunteer services may too much rely on pre-set service models or projects, lack of flexibility and innovation for the specific rural needs, and insufficient service attraction. Which may lead to a mismatch between the service content and rural needs, and fail to accurately match with rural needs. Taking smart health services as an example, the smart health services provided by volunteers mostly stay at the basic level of information

dissemination and simple health monitoring, failing to deeply meet the personalized needs of rural residents. In addition, the lack of professional medical knowledge reserves makes it difficult to provide scientific and effective health guidance, while rural residents are more concerned about how to prevent and how to complete smart consultations and medical treatment in a simple and convenient way.

5. Research on Volunteer Service Strategies for College Students Facing the Needs of Rural Areas in the New Era

Based on the analysis of the changes in rural needs in the new era mentioned above, combined with the current situation of college students' volunteer services for rural needs in the new era, we will propose strategies for college students' volunteer services targeting rural needs from the following three aspects, which will help college students' volunteer services accurately connect with rural needs:

5.1. Establish volunteer service docking mechanism

In response to rural needs in the new era for smart health services, technological innovation and digital services, environmental protection and sustainable development, cultural inheritance and innovation, etc., college students' volunteer service organizations should establish a docking mechanism with rural areas. Before carrying out volunteer services, research groups should be formed to visit and discuss, accurately grasp rural needs, so as to formulate service plans in line with actual local situations. At the same time, strengthen communication and cooperation with local governments, social organizations, enterprises, and other diverse subjects, enhance the design of service activity design, improve the attractiveness of services, and jointly promote the implementation of volunteer service projects, so as to improve the imbalance between the supply of volunteer services and the docking problem of rural demand.

5.2. Improve the volunteer service training system

Aiming at the problem of diverse service forms but insufficient professional capabilities, this paper suggests providing "customized" volunteer services oriented to serving rural needs in the new era. Firstly, focusing on the needs of technological innovation, smart health services, environmental protection, cultural inheritance and innovation and other fields in the new era of rural areas, the relevant teaching units or off-campus experts are mobilized to formulate training courses and practical projects. Customized volunteer services are carried out by inviting experts to give lectures, organizing on-site inspections, and conducting simulation exercises, etc. Secondly, this paper suggests to enhance the professional knowledge and service skills of college students by improving the training and assessment mechanisms^[13]. Finally, college students should also be encouraged to actively participate in practical projects and social practice activities, to gain a deeper understanding of the characteristics of rural development, to adapt to the diversified rural needs in the new era, and to provide more powerful support for rural needs.

5.3. Strengthen the construction of volunteer service teams

In response to the problem of expanding service scale but weak collaboration mechanisms, this article suggests that college students' volunteer service work and its linkage mechanism should be promoted in depth, and sound collaboration mechanisms and team cooperation models should be further established. Firstly, in terms of the management of volunteer service organizations, an interdisciplinary and inter-institutional volunteer service team should be established to form volunteer service teams covering the needs of technology innovation, smart health services, environmental protection, cultural inheritance, and innovation in the new era of rural areas. The team's service goals should be clearly defined, and cooperation and resource integration in different fields should be promoted. Secondly, the volunteer recruitment, training, and management should be strengthened to attract aspiring and outstanding young people to join the teams, optimize the team structure, and improve the organization's coordination and execution capabilities. Lastly, evaluation and supervision mechanisms for volunteer service projects should be established, volunteer service files should be set up, and regular evaluations and reviews should be carried out to adjust and optimize service programmes in a timely manner, so as to ensure that people make the best use of their talents.

6. Conclusion

This paper takes the volunteer service for college students' for the rural needs in the new era as the research object. Firstly, it analyzes the changes of the rural needs in the new era from four aspects: smart health, scientific and technological innovation, and digital needs, environmental protection and sustainable development, and local cultural inheritance and innovation. And then, it focuses on the three problems of college students' volunteer service for rural areas in the new era at the present stage: diverse forms of services but insufficient professional capability, expanded service scale but weak cooperation mechanisms, increased types of services but imbalanced supply and demand structure. Finally, it provides the strategy of college students' volunteer service for the rural needs in the new era by establishing a volunteer service docking mechanism, improving the volunteer service training system, and strengthening the construction of volunteer service teams.

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