

The challenge and practical way of promoting the modernization of college voluntary service

Jinjin Zhang^{1,*}

¹College of Marxism, Xinjiang Normal University, Urumqi, 830017, China

*Corresponding author: zq1998zz@126.com

Abstract: Voluntary service refers to the behavior of committing to improving the society, promoting social harmony and progress and voluntarily serving the society without seeking any return. It is an important symbol of social civilization and progress and a new way to effectively improve the effectiveness of education in colleges and universities under the background of the new era. With the development and progress of The Times, promoting the modernization of voluntary service and voluntary service modernization has also become an important way to promote the distribution of social resources. At present, promoting the modernization of volunteer service is still facing realistic difficulties and challenges, strong force of volunteer service has not yet formed, volunteer service mechanism affected by regional development differences partly imperfect, imperfect, volunteer service specialization degree is not high, information construction is relatively lag, the degree of international communication is low.

Keywords: Voluntary service; modernization of voluntary service; social development

1. Introduction

Since the new era, volunteer service in various countries has ushered in important development opportunities and stepped into a new journey of development. As an important way to promote social development, volunteer service is a key step to promote the rational redistribution of regional resources, optimize the rational reuse of resources and promote social civilization and progress. At present, promoting the modernization of volunteer service still faces realistic difficulties and challenges, influenced by the social regional development difference volunteer service strong force has not yet been formed, volunteer service mechanism part is not sound, imperfect, volunteer service specialization degree is not high, information construction relatively lag, the degree of international communication is low.

2. The connotation and construction significance of volunteer service

2.1 Volunteering

Voluntary service refers to the voluntary behavior of committing to improving the society, promoting social harmony and progress, and voluntarily paying personal time and energy under the premise of without seeking any return. Volunteer service is contributing to society, a way to serve others, is an indispensable part of civilized society, since the new era, especially in recent years, countries attach great importance to cultivating citizen spirit and socialist core values, to volunteer service activities attaches great importance to and actively promote the development, greatly inspired the young students to participate in volunteer service, as volunteers to participate in social life and social development, promote the optimal allocation of social resources, effective condensed manpower, material resources and financial resources for social needs, focus on social pain points volunteer service including poor, elderly assistive, environmental protection, and other aspects of content. Volunteer service is a systematic and related activity based on certain practical goals. It has increasingly become an important way for college students to actively participate in social construction and governance, contact with society, participate in practice, and contribute their youth strength to the national and social construction. It is also an important starting point to improve the effectiveness of college and university education.

2.2 The role of volunteer service programs

Since the new era, our country volunteer service growing mature, volunteer service activities become an important development trend, with the emergence of all kinds of volunteer service organizations, diversified volunteer service activities quickly, college volunteer service projects become the main crucial force, in promoting social governance innovation, maintaining social stability, power social development has played an important role. With China's economic and social development, it has shifted from high-speed development to high-quality development. The pursuit of the quality of social life is the expectation of the people. Under the background of the new era, it has also put forward stricter requirements and higher standards for voluntary service. Before practical problems, we should pay attention to the effectiveness and quality of volunteer service, and play an important and positive role in the process of national construction. Volunteer service projects are practical, widely distributed and flexible, and are sensitive to integrate social resources, promote social equity, smooth social resources and coordinate social relations, and play a role in relieving social problems, reflecting social needs and solving social pain points. Volunteer service origin comes from the cohesion of personal strength, personal contribution in volunteer service projects, play their ability, using their own resources to realize self-worth, in dedication, love, mutual aid, progress of volunteer spirit guide, improve self-growth, in practice to participate in a talent, feeling life, improve state. Volunteer service projects continue to promote national development, promote social harmony and realize personal value in the new era of increasingly complex economic division of labor and more refined social governance, and play a positive role in economic and social development by virtue of their unique advantages.

2.3 Volunteer service project is the carrier of ideological and political education activities

The philosophical implication of "social practice" covers all activities in the field of human social life, that is, "all social life is practical in essence" [1]ideological and political education has rich practical forms, and volunteer service, as one of the carrier forms of ideological and political education, plays an irreplaceable practical effect of education. Thought is latent and hidden, which requires the internalization and promotion of thought through externalized actions or experience during ideological and political education. Volunteer service as one of the carrier form of ideological and political education, plays an important role, in all kinds of volunteer service activities of volunteer service project constantly enrich themselves, in different volunteer service students through research analysis to continuously explore the volunteer service others at the same time, also really in practice through experience education and self-education, so as to achieve the purpose of college education, make educated in volunteer service real return to education main body status, maximize the education effect in immersive participation to achieve educational practical purpose. In the process of volunteer service, the educatees have find self-reflection, self-evaluation, self-education, as the volunteer service project from the bud to the mature activity process, education subject to better complete volunteer service content to help others give full play to the subjective initiative, in the development of diverse learning constantly strengthen their ability, deepen the self-cognition, in the formation of the volunteer service project structures, mature actual investigation, gradually formed diversified cognition, formed directly in practice and through their own income continuously summarize concise, complete flattening knowledge accumulation to three-dimensional latent transformation.

3. The status quo of practical education of university volunteer service project

3.1 The promoting role of practical education of university volunteer service projects

Since the new era, our volunteer service growing mature, volunteer service projects become an important development trend, with the emergence of all kinds of volunteer service organizations, diversified volunteer service activities, college volunteer service projects become the main crucial force, also for college practice education play a positive role to promote the development of students' comprehensive quality and ability, including thinking ability, innovation ability, practice ability, team cooperation ability.

First, to cultivate students' practical ability and enhance their innovation ability. Practice is an important way of learning, through practical activities can let students experience and participate in the actual operation, college volunteer service project development in the process of organization construction, but also improve students 'understanding of knowledge and mastery, cultivate the

students' practical ability, in the practical practice of volunteer service project, students need to face all kinds of practical problems and challenges, need to constantly thinking and innovative solutions, cultivate students' innovation ability and the ability to solve problems.

Second, to improve students' teamwork ability and cultivate their sense of responsibility. Third, to improve students' comprehensive quality, in the volunteer service project, students need to integrated use of a variety of subject knowledge and skills, to improve their comprehensive quality. Through constant practice and reflection, students can gradually form a solid professional foundation and broad vision, so as to better adapt to the needs of future career development.

In short, practice education is an important way of education, can help students all-round development, improve the students' practical ability and innovation ability, enhance students' team cooperation ability and sense of responsibility, cultivate students' social practice ability and social responsibility volunteer service project with its own unique advantages play a positive role in economic and social development, as young students consciously spontaneous college students social practice, is an important content of ideological and political education work in colleges and universities, has an irreplaceable role. In recent years, colleges and universities attaches great importance to the educational function of volunteer service activities, gradually into the ideological and political education and moral education work in the overall planning and implementation of security, establish and improve, including organization, system, security, long-term mechanism, pay attention to incentive and management system innovation, constantly improve the enthusiasm and initiative of volunteer to participate in volunteer service activities.

3.2 The dilemma of practical education of university volunteer service projects

Since the new era, volunteer service projects have increasingly become an important way to practice education in colleges and universities. By 2022, China youth volunteer service project competition and volunteer service exchange meeting since 2014, the country has more than 50000 volunteer service projects to participate in the communication at all levels, the national winners 4599, the competition from protecting ancient buildings to care disabled children, from the popular science to help environmental protection and energy saving, systematic, project volunteer service projects emerge in endlessly, after the system optimization of volunteer service project gradually formed a system, increasingly present flowers good situation, in the development of practice dilemma also gradually highlights:

Lack of awareness and ability of students' active participation. As an important way of practical education in colleges and universities, volunteer service projects have become a hot focus of social practice. Volunteer service projects are highly spontaneity. In the process of actual initiation, organization and development of the project, students' awareness and ability of active participation directly affect the effectiveness of practical education of volunteer service projects. In volunteer service projects, except for the core project members and project leaders as the direct organization of the project, the managers with strong coping ability and practical ability can constantly improve themselves and exercise themselves with the growth and maturity of volunteer service projects. Most of the project members cannot play the main key role in practice due to their own role in the project or the main responsible matters. In most cases, they form task-like participation or are in a passive obedience state, so the inspiration and guidance should be strengthened. In the process of volunteer service project, the individual as the main unit is the key to the practice education effect, in the process of project field whether effectively promote individual self-development, guide the individual self-identity, complete individual self-improvement is whether to give full play to the individual subjective initiative, condensed individual power together in focus on real life to help solve social pain points achieve self-growth.

The project lacks professional guidance. Volunteer service projects are project-based volunteer service activities and have strong requirements, and often need professional guidance from teachers in the actual development process. Based on the actual situation of colleges and universities, the establishment of special posts for volunteer service projects is not in line with the reality. Most of the project instructors do not have practical experience of volunteer service project organization and management, and fail to grasp the project trend during project operation; or because teachers cannot supervise and manage project growth in real time, it is difficult to achieve the effectiveness of practical education. Most college volunteer service projects show a state of concentrated germination and short-term prosperity. Due to the lack of long-term professional tracking and guidance for some projects, there will be event-based volunteer service projects in the early stage of every project

competition, that is, universities organize and carry out centralized training for some projects without standardized guidance. The growth of volunteer service is a process of accumulation, and practical education is also a process of accumulation. As the key to ensure the continuous growth and maturity of volunteer service projects and realize practical education, professional guidance has an irreplaceable key position. At present, the lack of professional guidance for volunteer service projects brings challenges and difficulties for optimizing the development of projects and promoting the practical education of volunteer service projects.

4. Project standardization and low sense of practice gain

Under the background of new media, it also brings opportunities for many utilitarian individuals or organizations. Some volunteer service projects lack standardized management and have a fluke mentality, resulting in students' low sense of gain in practice. As volunteer service become community focus on hot word, volunteer service has gradually become the attention of profit, answer a certificate, invite friends into the group of empty utilitarian activities emerge in endlessly, from clock task to power index, online part of volunteer service project gradually become the task, credit for "shortcut", the educational effect is greatly reduced. Colleges and universities to encourage, support and guide the students to participate in volunteer service colleges and universities launched "credit" or "moral education" that way, in a sense, although help to promote volunteer service participation practice education coverage of colleges and universities, but also brought some difficulties and problems, with the rapid development of network technology, bring volunteer service help to break the limitation of time, space realize resources at the same time, also further to create a good practice atmosphere, under the fragmentation of information and profit-oriented volunteer service project impact challenges. In view of the problems existing in the design and implementation of volunteer service projects, we need to strengthen attention, guide students to consciously form correct cognition and choice, strengthen the standardized management of volunteer service projects, and enhance the sense of gain in project practice.

4.1 Adhere to the unity of practicality and scientific rationality

College students go to practice in the actual life, stimulate the youth dream in realizing the great practice of national rejuvenation, and write the magnificent chapter of life, is an effective ideological and political education way to break the way and go through the empty. [2] As the main way of practical education in colleges and universities, volunteer service project can carry out systematic and systematic activities of volunteer service. In the process of continuous practice, it is more important to adhere to the unity of learning rationality and practice. Learning rationality is the inevitable premise of practicality. Practical activities without learning rationality lack soul, just like water without a source and a tree without roots. Practice has a promoting effect on learning rationality. As the practice feeling constantly abundance and growth, subjective feelings began to gradually accumulate in need of correct theoretical guidance, more importantly, after experience need to seize the opportunity to enhance the practical education effect, in a timely manner to learn rational review and review, with students understand and listen to the words clear theory and truth, and students to form a good emotional communication and interaction, in the practice education attention to reason.

4.2 Adhere to the unity of indoctrination and inspiration

In practice, in addition to the planned or normative indoctrination, it is more necessary to adhere to the unity of inspiration and indoctrination. The unity of indoctrination and inspiration is the inevitable requirement to give play to the subjective initiative and respect the objective laws, voluntary service projects to adhere to the indoctrination, the indoctrination is the volunteer service participants in the process of full research, is the key to practice, objective reality is the guide of practice, without correct understanding cannot carry out practice interaction; inspiration is an important guarantee to improve the practice efficiency to achieve the purpose of education, without inspiration to guide practice participants will lack of direct practice gains to theoretical understanding or condensed into the correct cognition channel. Infusion and inspiration are interdependent with each other. The direction of indoctrination guarantee practice is the key factor to promote practical education, and inspiration is the internal requirement to improve the practical efficiency of voluntary service quality and guarantee, and both are indispensable.

4.3 Adhere to the unity of explicit education and recessive education

In volunteer service projects should always adhere to the principle of unifying explicit education and recessive education, volunteer service project with volunteer service object coverage groups and volunteer service content gradually precision, volunteer service project education effect more highlights it should realize the necessity of combining explicit education and recessive education.

5. Improve the practical education strategy of university volunteer service projects

The practice of college volunteer service project is an effective way to cultivate students' comprehensive quality and social responsibility. For college students volunteer service project active participation consciousness and ability, lack of professional guidance project practice get low problem need to improve the volunteer service project practice education effect, strengthen education guide to promote the spirit of volunteer service, make up professional specification guidance, strengthen the project guarantee, pay attention to two-way feedback enhance students' feeling.

5.1 Strengthen education and guidance in colleges and universities and promote the spirit of voluntary service

Schools can strengthen publicity and education by introducing the significance and value of voluntary service to students by holding publicity activities, releasing posters, organizing lectures, and setting up elective courses of voluntary service education.[3] Make volunteer service plans and determine the type, content and time of the project according to students' interests, professional expertise and time arrangement. Students should be given certain autonomy, so that they can participate in the formulation process of the project, so as to enhance the sense of achievement and satisfaction gained by participating in the volunteer service. In combination with practical education, colleges and universities can actively organize, develop and set up courses including volunteer service theory, practical skills, organizational management, etc. Through the combination of classroom teaching and practical operation, they can help students understand the significance, goals and methods of volunteer service, and enhance students' sense of social responsibility and public welfare awareness. In addition, students can be encouraged to actively participate in community service and public welfare activities to improve their sense of social responsibility and self-awareness. At the same time, can also set up a volunteer service information release platform, the volunteer service projects and opportunities to students, convenient to understand and participation, and continuous tracking evaluation, in volunteer service project, to the students 'participation tracking and evaluation, timely feedback, and improve, effectively stimulate students' participation enthusiasm and improve their volunteer service ability and consciousness.

5.2 Professional standard guidance and strengthen mechanism guarantee

With the era development and talent needs, colleges and universities can strengthen the establishment of perfect practice education mechanism, the volunteer service into students' comprehensive quality evaluation system, provide students with diversified practice education opportunities and channels, joint social work, community implementation resources optimization, combined with technical advantage through the record of student volunteer service experience, statistics and evaluation, provide students with directional, personalized training mechanism, enhance the practice education effect. In the implementation process of volunteer service projects, the guidance and evaluation should be strengthened to promote the growth of students. A special guidance agency or a team of mentors should be set up to provide the necessary guidance and support. The mentor team can provide students with guidance in project management, problem solving, organization and coordination, etc as to help students improve the project plan and implementation plan. At the same time, a perfect evaluation mechanism should be established to conduct a comprehensive and scientific evaluation of students' performance, and provide them with effective feedback and guidance. The evaluation results can be used as a reference basis for students' comprehensive quality evaluation. The school can invite some people with relevant professional background and working experience, such as social workers and public welfare practitioners, to serve as instructors or consultants for volunteer service projects. Provide students with more professional guidance and support, to ensure that the project can get scientific, standardized management and guidance or cooperate with relevant institutions, such as local education department, public welfare organizations, youth activity center, etc.,

jointly carry out volunteer service projects, and establish a professional team: by the relevant professional knowledge and skills responsible for the guidance, training and supervision of students' volunteer service activities. However, some volunteer service organizations lack of risk protection awareness, volunteer rights and interests protection system is not perfect, volunteers participate in the service process of damage occurs from time to time[4]In case of such cases, the school can take various measures, including social workers, public welfare practitioners, psychological consultants and other professionals, they can provide students with professional guidance and support, at the same time also can use professional background to ensure project scientific and standardized management and guidance, implementation in professional guidance and support at the same time, also can make the project closer to the social needs and the actual situation.

5.3 Pay attention to two-way feedback to enhance students' sense of practical gain

Further research found that volunteer motivation increased self-efficacy.[5] Pay attention to two-way feedback is the key to enhance students practice, to effectively improve the practice of volunteer service project education results need to pay more attention to the students in the active participation of independent innovation, and actively create a beneficial social atmosphere to expand propaganda, and rooted in the actual campus, community, in give full play to the intellectual advantage of colleges and universities at the same time better boost social development.

First, we should pay attention to student participation and encourage independent innovation. Students are the main body of volunteer service projects, and they should give full play to their subjective initiative and creativity. Students' enthusiasm and initiative can be stimulated by carrying out project topic selection, application, training, competition and other forms. At the same time, students' independent innovation should be supported and encouraged to find new solutions and methods in the project. It can provide the necessary technical and resource support to provide a guarantee for students' innovation.

Second, we should promote socialized services, strengthen publicity and expand their influence. College volunteer service projects should be closely combined with local communities and public welfare organizations to actively promote social services. The social influence and the practical education effect of volunteer service projects can be enhanced by the establishment of partnerships and participation in public welfare activities. At the same time, students should be guided to establish a sense of social responsibility, cultivate civic awareness, and make contributions to social development. Colorful public welfare activities can be organized to improve the public's understanding and understanding of volunteer service projects. In the process of project design, should pay attention to solve social problems and influence, choose cooperation with local communities, public welfare organizations, surrounding social hot spots, people's livelihood issues, clear project objectives, planning, to carry out the responsibility, to ensure that the project feasibility and sustainability, and timely adjustment and improvement, ensure the project actual effect. And through the media publicity, exhibition, network interaction and other ways, to strengthen the social publicity and promotion of the spirit of volunteer service. Volunteer service stations are set up on campus, carry out theme activities, hold lectures and forums and other forms to create a strong volunteer service atmosphere and culture, and attract more teachers and students to participate in it.

Third, we should guide the combination of scientific and technological innovation with community services. Universities can give full play to their advantages in scientific research, guide students to combine scientific and technological innovation with community service, and develop scientific and technological projects with social value and application prospects. For example, the community service platform based on data analysis and artificial intelligence technology combines volunteer service, community governance and social management, so as to solve social pain points and provide more convenient, efficient and high-quality services for community residents. In this way, it can promote scientific research and scientific innovation in universities, and also promote the inheritance and promotion of the spirit of voluntary service.

5.4 Strengthen international exchanges and realize resource sharing

Establish international cooperative relations. On the one hand, support universities to establish partnerships with universities and community organizations worldwide, and optimize the volunteer service system by signing agreements to achieve clear rights and responsibilities; on this basis, rely on cooperation to promote personnel exchange, joint research projects, and sharing of experience and

knowledge; on the other hand, consider establishing contact with non-governmental organizations, such as the United Nations Volunteer Program, to expand the influence of volunteer service. Develop international volunteer projects. Projects can include short-term overseas volunteer services and a long-term international volunteer exchange program, which can cover environmental protection, education, public health and other fields, so that volunteers can enhance their global vision and cross-cultural communication skills while helping. Use of the network platform. First, a multilingual online resource database can be built to include various information and tools needed for volunteer services, such as training materials, best practice cases, etc. Second, cloud computing and data analysis technologies can be used to track and evaluate the effects of volunteer services. In addition, social media and video conferencing software can be used to build a virtual communication platform where volunteers can share their ideas and experiences at any time. International volunteer forums are held regularly. An international volunteer forum will be held every year or every two years, inviting volunteer representatives and experts and scholars from various countries to participate, providing a platform for combining theory with practice, promoting the research and development of volunteer service, and also enhancing the friendship and team spirit among volunteers. We will strengthen multicultural education. During the recruitment and training process, volunteers focus on fostering cross-cultural understanding and respect; for example, special training courses can be set to teach basic language knowledge and cultural etiquette, and volunteers can be encouraged to understand and study the history and customs of the communities they will serve. To realize the international exchange and resource sharing of volunteer service in colleges and universities, efforts are needed from many perspectives, including establishing international cooperation relations, carrying out international volunteer projects, using online platforms, holding international volunteer forums and strengthening multicultural education.

Since the new era, voluntary service in various countries has ushered in important development opportunities and entered a new development process. Voluntary service is an important way to promote social development, and a key step to promote the rational redistribution of regional resources, optimize the rational reuse of resources, and promote social civilization and progress. It is very important to promote the modernization of voluntary service in colleges and universities with the social development and the progress of The Times. At present, promoting voluntary service to form a strong force, improving the voluntary service mechanism, enhancing the professional degree of voluntary service, and forming a good international communication are the key to realize the combination of theory and practice, actively guiding young students to realize their life aspirations, and promoting the rational redistribution of social resources.

References

- [1] *Selected Works of Marx and Engels, Vol. 1 [M]. Beijing: People's Publishing House, 2012*
- [2] Wang Hailiang, Wang Xinxin. *The Generative Logic and Value Implications of College Students' Social Practice in the New Era [J]. School Party building and ideological education, 2022, No. 680 (17): 74-77.*
- [3] [Us] Leicester M Salamon. *Partner in Public Service- -The Relationship between Government and Nonprofit Organizations in the Modern Welfare State, translated by Tian Kai, the Commercial Press, 2008, p. 2.*
- [4] Shen Manjing. *Risk of damage in voluntary activities [D]. Hangzhou: Zhejiang University, 2017.*
- [5] Lau Y, Fang L, Cheng L J, et al. *Volunteer motivation, social problem solving, self-efficacy, and mental health: a structural equation model approach [J]. Educational Psychology, 2019, 39(1): 112-132*