

A Study on the Construction of a Long-term Mechanism for College Students' Voluntary Service in the New Era

Yuding Wang^{1,a,*}

¹College of Physics and Electronic Engineering, Taishan University, Tai'an, China

^awafight00@sina.com

*Corresponding author

Abstract: Voluntary service is an important platform for college students to understand the society and an important way to serve the society. It plays a key role in improving college students' ideological awareness and improving their practical ability. This study analyzes the current situation and problems of college students' voluntary service. In the aspects of how to ensure the continuous and effective development of college students' voluntary service, give full play to its practical and educative functions, this paper puts forward opinions and suggestions on constructing a long-term mechanism for college students' voluntary service.

Keywords: Voluntary Service; College Students; Long-term Mechanism

1. Introduction

As an important symbol of social civilization and progress, voluntary service refers to the activities of volunteers, voluntary service organizations and other organizations to provide public services for the society or others voluntarily and without asking for return.[1] In recent years, voluntary service has had greater and greater influence in colleges and universities, and has gradually become an important carrier for colleges and universities to promote the improvement of students' ideological and political quality and comprehensive development. At the same time, it is also an effective way for college students to serve the national and regional economic and social development, as well as an effective way for colleges and universities to improve their ability to cultivate talents.

2. The Current Situation and Problems of College Students' Voluntary Service

2.1. Insufficient atmosphere of social support

Colleges and universities have their own advantages in terms of the scale, coverage, and lasting continuation of voluntary service organizations. However, the social atmosphere of voluntary service has not been fully formed, the social value of voluntary service of college students is often underestimated, and the society sometimes does not provide sufficient understanding and support to voluntary service.[2] As a result, it is difficult for college students to win widespread recognition for their volunteering actions.

2.2. Unsound mechanism for college students' voluntary service

2.2.1 Inadequate mechanisms for recruitment and selection

How to recruit the most suitable volunteers to participate in the implementation of volunteering projects and to form a mutually beneficial and win-win situation for the service organization and the service object is a primary issue that the organizer should consider in recruitment. Nowadays, in the process of volunteer recruitment, some college student volunteering organizations emphasize quantity over quality, which affects the quality of service to a certain extent [3]; In addition, affected by the social environment and other factors, the recruitment method of college student volunteers is mainly organizational recruitment. To some extent, the independent, open and free character of college students is limited by this top-down recruitment method.

2.2.2 Lack of systematic training of volunteers

The relevant research on college students' voluntary service is not perfect, and a professional training system has not yet been formed. At present, in terms of voluntary service training, colleges and universities generally lack long-term and overall planning, and a relatively stable professional training mechanism has not yet been formed. The training method is mainly indoctrination, with poor interaction and single training content,[3] which is not conducive to the combination of theory and practice.

2.2.3 Relatively weak incentive mechanisms

The incentive mechanisms of voluntary service in colleges and universities include not only the commendation of individual volunteers, but also the commendation of volunteering projects, grass-roots service groups and grass-roots organizations. At present, most voluntary service organizations provide volunteers with some necessary incentives, but the role and methods of incentives are not yet systematic and scientific, and the forms and methods of incentives are relatively simple. When colleges and universities demonstrate and implement incentive mechanisms, they still have blind spots in thinking, thinking that awards and commendations are equal to incentives. For college students participating in voluntary service, basic incentive mechanisms such as “establishing voluntary service files” and “being recognized by schools, teachers and friends” also matter a lot [4].

2.2.4 Unsmooth feedback

Feedback is a loop way for college student volunteers to express their opinions to volunteer organizations from the bottom up, strengthen the connection between the two, and promote volunteer organizations to improve service quality. Feedback should exist throughout the entire management process so to promote the improvement and perfection of each link. Nowadays, there is no positive interaction between volunteer organizations and volunteers, and the phenomenon of unsmooth information exchange is still seen, leading to the lack of timely and effective feedback throughout the entire activity process, single feedback methods, and few feedback channels.

2.2.5 Lack of long-term effective protection

On the one hand, there is a lack of financial support. The funding problem of college students' voluntary service is rather prominent. The government tends to allocate funds to voluntary service organizations. College student voluntary service organizations often face the challenges of delayed funding and insufficient funding. This greatly restricts the enthusiasm of college students to participate in voluntary services, and even the development of volunteer work in colleges and universities. On the other hand, there is a lack of legal and policy guarantees. At present, there are relatively comprehensive regulations on the legal responsibility of voluntary service, but the related laws, regulations and policies are not perfect. The blank area of legislation still exists, and some local legislation has problems such as poor practicability and poor applicability, hindering the healthy development of voluntary service.[5]

2.3. Some college students are with inaccurate cognition of voluntary service and low awareness of commitment

Some college students lack a deep understanding of volunteerism. First, some college students have impure motives for participating in voluntary service. Some of them selectively participate in voluntary service activities closely related to their own interests. Second, some college students are not motivated enough to participate in voluntary service and rely more on the organization of schools and official agencies. Third, the commitment spirit of some college students needs to be improved. When some college students participate in specific practical activities, they tend to choose simple and easy activities, while ignoring the real needs of those they serve.[6]

3. The Path to Construct a Long-term Mechanism for College Students' Voluntary Service in the New Era

3.1 Creating a volunteering culture and a spiritual atmosphere

A scientific and professional volunteering culture must accurately grasp the atmosphere of the times and highlight cultural guidance. The first is to convey the social value of “helping others helping themselves” to students, so that they can care for and help others in voluntary service activities, make contributions to the society, gain friendship, respect, affirmation, and discover their own value, and improve their comprehensive quality in this process and enjoy the fun of helping others. The second is

to incorporate the voluntary service spirit of college students into classroom education, combine voluntary service activities with curriculum practice, educate and guide students to consciously participate in voluntary service activities. The third is to use the publicity of new media to do a good job in the release of authoritative information on campus media, publicize typical individual volunteers and volunteering activities in various ways, actively convey volunteering culture to the majority of students, thus creating a good atmosphere of public opinion.

3.2 Forming a correct understanding of the volunteering spirit

Some college students nowadays have deviations and deficiencies in their cognition of the volunteering spirit, which directly leads to the lack of a firm will of college students to practice this spirit. On the one hand, college students' rational cognition of volunteering spirit should be strengthened, and their sense of social responsibility should be enhanced. The volunteering spirit is not only a moral requirement, but also a public welfare spirit to actively undertake social responsibilities, as well as a social obligation that citizens should shoulder. On the other hand, the perceptual cognition of the volunteering spirit should be corrected, so as to stimulate the emotional needs of fraternity and mutual assistance. College students should strengthen their cognition of the "progress" connotation of the volunteering spirit on the basis of the one-way cognition of helping others. In the service process, they should attach importance to personal emotional experience and realistic gains, and at the same time emphasize the stimulation of the service recipient's own potential, self-esteem and self-confidence. In this way, college students can fully feel that mutual assistance, progress and dedication are an organic unity.

3.3 Optimizing the operation mechanism of voluntary service management

3.3.1 Establishing a professional recruitment and training mechanism to improve management efficiency

The improvement of the recruitment and selection mechanism requires the supplement of the registration system. First, a unified volunteer recruitment and registration mechanism needs to be formed. We should make full use of online platforms to establish an online recruitment and registration mechanism, and at the same time record the time, forms and effect of students participating in voluntary service. Second, the mechanism of voluntary service training should be improved, so as to ensure that every volunteer can receive comprehensive and multi-channel training. Third, standardized management should be strengthened, and the implementation regulations of college student voluntary service should be improved. Colleges and universities should formulate feasible, fair and reasonable voluntary service regulations according to the actual situation of the school and the students themselves, so as to ensure that the voluntary service activities of college students are carried out in an orderly manner.

3.3.2 Establishing an incentive mechanism for voluntary service of college students and promoting full participation

According to Maslow's Hierarchy of Needs theory, people's most urgent needs are the main reasons and motivations that motivate them to act.[7] The enthusiasm of college students to participate in voluntary service activities can be maintained and continued through incentive means. When establishing an incentive mechanism for college students' voluntary service, the physiological needs should first be met, necessary material incentives for volunteers should be provided, such as working meals and work subsidies for volunteers. The government can provide financial support for college student's voluntary service by purchasing services. Second, safety need should be met. Voluntary service organizations should purchase insurance for college student volunteers, provide professional safety training, and formulate emergency plans to fully protect the personal safety of the volunteers. Third, social needs should be met. The activity organizers should build a communication platform for volunteers, service recipients and other social personnel to meet the needs of college student volunteers for belonging and love. Fourth, respect needs should be met. On the one hand, colleges and universities can commend and publicize typical characters and events in college students' volunteer service by means of appraising the excellent, evaluating advanced individuals, and circulating commendation notices; on the other hand, the personal dignity and subject status of college students in the process of volunteer service should be fully respected to avoid unfair treatment of college students in the process of participating in volunteer service. Finally, the need for self-actualization should be met. Through exposure to knowledge and experience outside the classroom, students are allowed to exercise their own abilities, improve their comprehensive quality, give full play to their potential, and realize their values.

3.3.3 Establishing a sound evaluation mechanism

Colleges and universities should establish a complete, reasonable and effective evaluation mechanism to recognize and reward the work achievements of college student volunteers in a timely manner. The evaluation of college student volunteers should focus on the scientific and reasonable evaluation content, evaluation methods and evaluation procedures, and the summary and evaluation of activities should be consistent with the benefit feedback of college student volunteers and those needing the service. In addition, third-party evaluation can be introduced, and the benefit feedback of college student volunteers and those needing the service can be used as a criterion for evaluating the results of activities.

3.3.4 Improve the guarantee of college students' voluntary service

First, financial guarantee should be provided. In the guarantee mechanism of voluntary service, financial support is an important material guarantee. For a huge volunteering enterprise, government funding from schools alone is far from enough. Universities can combine financial investment with corporate sponsorship, social support, and alumni donations to create diversified financing channels for voluntary services. Second, the protection of rights and interests should be taken seriously. Colleges and universities should protect the rights and interests of college student volunteers from being infringed, which is the core and key to the sustainable development of voluntary service. The specific manifestations are: in the organization construction, colleges and universities establish a series of guarantee systems, and make overall arrangements for the voluntary service activities of the whole school; provide the most basic security for college student volunteers by signing agreements, purchasing insurance, and subsidizing activities; provide basic living allowances, medical insurance and social insurance for college student volunteers; colleges and universities should be encouraged to set up theoretical and practical courses related to volunteer service, link volunteer service to credits, establish academic security, so as to arouse the enthusiasm of college students.

3.4 Promoting the innovative development of voluntary service

3.4.1 Creating high-quality projects with brand influence

In addition to doing a good job in the existing extensive branding projects, colleges and universities should also be oriented towards the local characteristics of the regions where they are located, make use of their powerful platform resources to guide students to combine their expertise to create local brands with local customs and customs, and gradually form high-quality volunteering projects with social influence. Colleges and universities should attach importance to allowing college students to give full play to the professional fields they are good at. When carrying out voluntary service activities, colleges and universities can combine the activities with the majors studied by college students, make full use of the professional knowledge and skills they have mastered, and carry out highly professional voluntary service activities, and constantly adjust the form and content of college students' voluntary service according to the needs of social development.

3.4.2 Integrating multiple resources and building a platform of voluntary service

Colleges and universities should build a new thinking and new model of "Internet + voluntary service", deeply explore the development of voluntary service activities through new media, integrate resources from universities and society through the model of "Internet + voluntary service", combine voluntary service with what students have learned and what they are good at, rationally allocate and arrange work, and improve the quality and efficiency of voluntary services.[8] On the one hand, online information sharing and communication platforms should be established. Colleges and universities should build websites or apps of voluntary service based on their own actual conditions, which are mainly used for the online unified management of college student volunteers, the promotion of education and teaching resources for voluntary service, and the release of voluntary service-related information. In addition, colleges and universities should build platforms for volunteer exchange, thus allowing volunteers to exchange service experience, convey the volunteering spirit, and improve the pertinence of college students' voluntary service.

3.4.3 Strengthening the construction of voluntary service bases

Relying on social resources and establishing voluntary service bases. In the context of the diversification of voluntary service bases, colleges and universities can actively explore all available resources to build voluntary service bases and design voluntary service activities and projects in which college students can participate for a long time. In the continuous activities of the voluntary service bases, the professional practice ability of college student volunteers can be continuously improved, their

interpersonal skills can be enhanced, their understanding of the industry, especially their majors, can be deepened, and their service quality and enthusiasm for participation can be enhanced.

3.5 Giving full play to the subject role of college students in the process of cultivating volunteering spirit

In the process of cultivating the volunteering spirit of college students, their subject status should be fully respected, so as to give full play to their subjective initiative and guide them to realize the unity of volunteering spirit and volunteering behavior. On the one hand, the moral self-discipline of conscience should be brought into play. College students should be guided to face up to the regulatory role of conscience on personal morality, internalize the voluntary service spirit of serving others and contributing to society into a conscious moral code, actively evaluate their own behavior in daily life, correct their value orientation, temper their moral character and adjust their behaviors through inner self-examination. On the other hand, through long-term participation in volunteer services, helping others, and improving the social outlook, college students can experience the sense of satisfaction and achievement brought by volunteerism. This can invisibly improve the volunteering spirit of college students and strengthen their sense of social responsibility, and the recognition of volunteer spirit formed in practice activities is more lasting.

4. Conclusions

Voluntary service is of great significance to the growth and cultivation of college students. The construction of a long-term mechanism for the voluntary service in colleges and universities can not be achieved overnight. It requires the full cooperation of the government, colleges and universities, enterprises and students, who jointly cultivate the cultural atmosphere of voluntary service, form a correct cognition, optimize the volunteer management system, innovate the form of voluntary service, and improve the subject consciousness of college students in voluntary service, thus making college students willing to be trained in voluntary service, improve their comprehensive quality, and find the way to realize their value of life.

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