

On the Sustainable Development of College Students' Volunteer Service in the New Era

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Abstract: *Volunteer service is an important indicator to measure the degree of social civilization, and the youth group represented by college students is the main force and effective force of volunteer service. Realizing the sustainable development of college students' voluntary service can not only play a positive role in national development and social progress, but also play a vital role in the growth and success of college students and their historical mission. Therefore, it is necessary to grasp the development opportunity of college students' volunteer service in the new era, adapt to the new development characteristics and requirements, and actively explore the realization path from the leading of the Party and the Communist Party, institutional mechanism, service promotion, platform construction and other aspects.*

Keywords: *New era; college students, voluntary service, sustainable development*

1. Introductions

Volunteer service is an important indicator to measure the degree of social civilization, a positive force to promote national development and social harmony, and an effective way to carry out practical education for college students. The youth groups represented by college students are the main force and effective force of voluntary service. College students' voluntary service can not only make positive contributions to the country and society, but also is of great significance to the growth of college students.

With socialism with Chinese characteristics entering a new era, a new stage starts a new journey, and new trends call for new actions. College students' voluntary service keeps pace with the times, which not only welcomes the development opportunities created by the new era, but also encounters the practical challenges put forward by the new era. Then, what are the new characteristics of college students' volunteer service in the new era, what are the current situation and problems of college students' volunteer service, and how to realize the sustainable development of college students' volunteer service in the new era? These are not only the problems to be discussed in this paper, but also the issues of the times that college students' voluntary service should bear the brunt of grasping development opportunities, coping with practical challenges and winning their own development.

2. The characteristics of College Students' volunteer service in the new era

General Secretary Xi Jinping once pointed out: "Volunteer undertakings should go with the goal of two hundred years' and walk with the construction of a socialist modern country." As an important part of socialism, the cause of volunteers must be able to walk with the times, timely and accurately understand and judge the characteristics and requirements of the new era, find its own historical position and development direction, and push the cause to a new journey and achieve new development. The volunteer service of college students in the new era presents the following characteristics:

- (1) In order to meet the people's growing needs for a better life

Socialism with Chinese characteristics has entered a new era, and the main social contradiction has changed into the contradiction between the people's growing need for a better life and the unbalanced development. What follows is that the central task of economic and social development in the new era is to focus on solving this main contradiction. As an integral part of the socialist cause, college students' voluntary service should be based on helping to solve the main social contradictions. Constantly meeting the people's needs for a better life is the logical starting point and value destination

of College Students' voluntary service in the new era.

Scientific theory guides effective practice, on the contrary, practice can also promote theoretical innovation. In order to make college students' voluntary service meet the needs of people's better life, we should first discuss and study on the ideological and ethical level, understand and grasp the concept connotation, value embodiment, external demand and intervention path of better life, and also understand and grasp the unbalanced and insufficient situation of social development, so as to make precise policies. Secondly, at the level of service practice, we should conduct more in-depth investigation and grasp the situation, so as to provide accurate, rich, diverse, professional and other volunteer services, and effectively improve the sense of participation, acquisition and happiness of service subjects and objects. In short, we should firmly grasp the development opportunity of the new era, take the problem as the guidance, focus on the imbalance and insufficiency of economic and social development, carry out in-depth investigation and research, actively explore effective ways, innovate and carry out volunteer service, so as to continuously realize the people's yearning for a better life.

(2) Cultivating and practicing the socialist core values is the fundamental starting point

Socialist core values are highly concise and concentrated expression of the rich connotation and practical requirements of the socialist core value system, which can be summarized as "prosperity, democracy, civilization, harmony, freedom, equality, justice, rule of law, patriotism, dedication, honesty and friendliness". This is in line with the volunteer spirit of "dedication, friendship, mutual assistance and progress" formed by Chinese volunteer service.

In volunteer service, we should deepen our knowledge and understanding of socialist core values, internalize them in our hearts and externalize them in our actions, and turn the core values into warm spring rain through concrete, fresh and vivid practice, so as to moisten the good life of the clients and the hearts of volunteers silently. Socialist core values not only provide ideological guidance and value guidance for college students' voluntary service, but also inject fresh vitality into service practice, encouraging college students to participate in the broad voluntary service, warm others and improve themselves.

In the new era, college students' volunteer service should always adhere to the cultivation and practice of socialist core values as the fundamental starting point, devote their youth to the society and grow up with dedication, improve the social atmosphere, carry forward social justice, help create a harmonious, beautiful and happy social environment, and make positive contributions to the realization of the great Chinese dream.

(3) Voluntary service has a broader world

Volunteer service has developed synchronously with the cause of socialism with Chinese characteristics. Since the founding of New China, especially since the reform and opening up, China's volunteer service has made great progress, and college students' volunteer service is in the ascendant and flourishing, and ushered in a new stage of development with socialism with Chinese characteristics entering a new era. Nowadays, college students' volunteer service has gradually penetrated into all aspects of economic, social, cultural and ecological civilization construction, and the service practice has become more and more extensive, from the initial helping the weak and helping the disabled, respecting the elderly and supporting the young to various competitions and exhibitions, cultural activities, scientific education, publicity of the rule of law and other broad fields. Volunteer service has become a fresh force that can not be ignored in the new journey of forging ahead and building a socialist modernized country in an all-round way.

Take Zhejiang Yuexiu University of Foreign Languages Hotel Management College as an example. In the past three years, students have extensively participated in volunteer service activities in various fields, such as Boao Forum for Asia Conference, Zhejiang Convention and Exhibition Heads Roundtable, World Overseas Chinese Import Commodities Expo, Tongxin Yuecheng Conference, First United Nations World Geographic Information Conference, World Cloth Merchants Conference, Central and Eastern European Countries Expo, Shaoxing Special Job Fair for College Graduates, Second World Cloth Merchants Conference, China Reform (2020) Annual Meeting and High-level Seminar on Promoting Local Reform in New Development Stage, and Normalization Explanation of Shaoxing Science and Technology Museum. Volunteers' dedication, high spirits, and vigorous temperament and spirit have been affirmed and praised by event organizers and clients.

(4) More pursuit of "integration of knowledge and practice" of professional learning and service practice

Volunteer service is a social undertaking that is continuously inherited and developed, and it is not static. The initial voluntary service is more reflected as a kind of input-oriented behavior for the disadvantaged groups or groups with specific help needs. With the development and progress of society, especially entering a new era of socialism with Chinese characteristics. The field of volunteer service is more extensive, the demand is more diversified, and the quality is more refined. The requirements for professionalism, precision and diversification of volunteer service are more prominent. It is necessary for college students to combine their professional talents closely in the practice of volunteer service, apply what they have learned, and use it as a supplement to realize the unity of knowledge and action between professional study and service practice.

For example, in 2019, 20 volunteers from the School of Hotel Management of our school went to Hainan to carry out the volunteer activities of Boao Forum for Asia and undertake the hotel logistics reception work. During one month, 20 volunteers insisted on serving the hotel, meeting and guests in different positions such as lobby, guest room, switchboard and catering. In the process of volunteering, the volunteers deeply realized the hardships of hotel work, grasped many service skills and details, and exercised their professional ability and comprehensive ability through practice.

3. The current situation and problems of College Students' volunteer service

The current university student volunteer service can be said to be brilliant and impressive, but there are still many problems or shortcomings in achieving sustainable development. It is mainly reflected in four aspects: ideological understanding, working mechanism, organization construction, and specific practice:

(1) The function of volunteering to educate people has not been fully explored

College students' voluntary service has the dual functions of "helping others" and "helping themselves", which is a win-win situation for college students and society. However, for college student volunteers themselves, the pursuit of self-growth and success should be more important, which is also the primary consideration of voluntary service in schools. Fortunately, the realization of "self-help" function is often achieved by the practice of "helping others", thus forming the inseparable and harmonious identity of the two.

Compared with school education, which focuses on "intellectual education", the educational function of voluntary service focuses on "moral education" and "aesthetic education". However, in terms of ideological understanding, although schools or some teachers have realized that voluntary service is an important carrier of ideological and political education in schools, they should fully realize the functions of "moral education" and "aesthetic education" of voluntary service, rather than an unnecessary or icing on the cake.

The main reason for this misunderstanding is that it is not realized personally from the perspective of volunteer service participants. The effects of "moral education" and "aesthetic education" tend to be a kind of psychological growth, which is a process of realizing a sense of acquisition through a sense of participation.

(2) The development of volunteer service lacks a long-term working mechanism

The formation of a long-term working mechanism needs the guarantee of the system first, and the lack or dislocation of the system is precisely the important problem faced by college students' voluntary service at present. On the one hand, there is a lack of macro-level institutional planning, and there is no scientific system, standardized and effective rules and regulations. On the other hand, there is a lack of micro-systems such as targeted and operable methods, rules or measures for a certain theme or special volunteer service, such as volunteer recruitment and training methods, organization and coordination mechanisms, and service incentives.

College students' low enthusiasm and lack of willingness to participate in voluntary service are also unfavorable factors to form a long-term working mechanism. Many college students participate in voluntary service as a kind of "conformity", or they have to do it because they want to complete the task of study and practice. In addition, many volunteer services are connected by league organizations, and volunteer teams are temporarily established according to needs. With the end of service, volunteer teams no longer exist.

In addition, there are short-term and formal volunteer service, low specialization, weak sense of participation and acquisition, and insufficient social support. All these have become unfavorable factors

that restrict the long-term development of college students' voluntary service.

(3) The construction of voluntary service organizations is still weak

Volunteer service organization for college students generally refers to the student organization formed and developed under the leadership of the school league organization, which is mainly embodied in related volunteer associations or associations. They should be the central system of college students' voluntary service, which should be connected from top to bottom as well as left and right. They should be responsible for selecting and training volunteers, interpreting and transmitting the spirit of instructions from superiors, connecting with social needs, organizing and carrying out voluntary service, supervising and evaluating, and so on.

However, the number of specialized volunteer service organizations for college students is relatively small compared with organizations such as interest lovers' associations, not to mention those subjective or special service organizations. On the other hand, these existing voluntary service organizations often have some common problems, such as looseness, strong mobility, imperfect system, lack of effective training and supervision, lack of long-term mechanism and long-term planning, etc. In case of voluntary service activities, it is often temporary to organize several people to form a volunteer team.

(4) The standard of voluntary service needs to be improved

Generally speaking, the content of volunteer service is not rich enough, and the level is still relatively low. It is mainly engaged in logistics services such as check-in, guidance, explanation and order maintenance. Its professionalism, knowledge and participation are low, which can not fully mobilize the enthusiasm of college students to participate, and the sense of participation in volunteer service is relatively low.

To enhance the breadth and depth of college students' participation in volunteer service, it is necessary to continuously strengthen the construction of volunteer teams and strengthen routine training. At the same time, it is necessary to carry out timely and effective systematic training according to the uniqueness of service objects or objects, so that college students can fully and systematically understand and recognize the activities they want to participate in, and participate in all aspects of activities, not only logistics services, but also planning, organizing and implementing management, so as to enhance their sense of participation and gain.

4. The realization path of the sustainable development of College Students' volunteer service in the new era

Volunteer service is an effective practice for college students to participate in social activities and social governance and achieve self-growth and success. It is an organic part of promoting college students' comprehensive education. It is necessary to actively promote the normalization and sustainable development of volunteer service in school education activities, and encourage and guide more college students to devote themselves to volunteer service.

(1) Strengthen the ideological guidance of school party and League organizations

School Party organizations are the strong backing and ideological guidance to realize the sustainable development of college students' voluntary service. College students' volunteer service in China is a teaching practice which is produced and developed under the leadership of the school party and group organizations, and is a social undertaking with Chinese characteristics, Chinese style and China's responsibility. It must be guided by the socialist ideology with Chinese characteristics and actively practiced under the leadership of the school party and group organizations to serve the people and socialism, and also to promote the growth of college students and continue to realize the Chinese dream of great rejuvenation of the Chinese nation.

First of all, we should integrate the Party's purpose of serving the people wholeheartedly into college students' voluntary service, and constantly meet people's needs for a better life through colorful voluntary service activities. Second, we should integrate the cultivation and practice of socialist core values into college students' voluntary service, and give full play to the positive role of voluntary service in promoting the development of a harmonious society. Third, we should vigorously carry forward the volunteer spirit of dedication, friendship, mutual assistance and progress, and strive to be the pioneer and practitioner of building a modern socialist country in an all-round way in the new era. In addition, we should deepen our understanding of the educational function of college students'

voluntary service and promote the realization of the functions of "moral education" and "aesthetic education" of voluntary service.

(2) Improve the system and mechanism of voluntary service

The long-term and sustainable development of any enterprise must be guided by the guarantee of institutional mechanism. Volunteer service for college students is a systematic work, including volunteer selection, training, organization and team building, supply and demand docking, service practice, evaluation and incentive, dissemination and promotion, etc. Every link needs to have corresponding system or detailed rules to ensure effective operation.

From a macro point of view, we should formulate and improve the overall development plan, and form scientific, reasonable, standardized and effective rules and regulations, which generally include organizational charter, operational norms, training system, incentive measures, development direction and so on. From a microscopic point of view, it is necessary to improve targeted and operable methods, rules or measures, and explore the establishment of special methods and rules, such as volunteer recruitment methods, volunteer training measures, volunteer service evaluation rules, volunteer service reward mechanism, etc.

(3) Focus on improving the quality of volunteer service

In the new era, college students' volunteer service is basically to realize people's yearning for a better life, which is different and colorful from person to person. People's volunteer service needs are increasingly characterized by professionalism, diversity and flexibility. Therefore, college students' voluntary service must do everything possible to innovate service methods, optimize service content and improve service quality.

Volunteer service is the only way to realize the normalization, long-term effect and sustainable development of college students' volunteer service in the new era, which takes thought as the first, practice as the foundation and content as the king, and innovates service methods, optimizes service content and improves service quality. First, it is necessary to strengthen organizational construction and volunteer team building, vigorously promote the planning and development of volunteer service, and cultivate a large number of talented people with high-quality volunteer service. Second, we should pay attention to the cultivation of brand projects, sum up and explore typical examples of voluntary service in time, enhance social influence and popularity through publicity and promotion, and create a good external environment for the sustainable development of voluntary service. Third, we should devote ourselves to carrying out accurate and effective volunteer service, actively carry out investigation and research at the grass-roots level, plan and implement it based on the characteristics of clients and service needs, form long-term service, solve practical problems and win people's welcome.

Moreover, facing the ever-changing social environment and increasingly diversified service demands, college students' voluntary service should strengthen communication with the outside world, actively accept and apply new media technologies, and understand and master the fashion and public psychology of the new era.

(4) Build a variety of service carriers

Service carrier is the platform and position to carry out voluntary service, and then it is a good wish and a full ideal. Without the undertaking of service carrier, we can only sigh that heroes are useless.

From a macro perspective, college students' voluntary service in the new era has a vast world and diverse stages, such as sports events, exhibitions, cultural festivals, rural revitalization and so on. However, this only provides the possibility and direction for voluntary service, which cannot be directly translated into concrete service practice. How to intervene? How to implement the operation? What things can be done? What role does it need to play? All these problems need to be cut into the path or carrier of implementation from a micro perspective.

Without investigation, there is no right to speak, let alone the right to make decisions. To build a volunteer service carrier, we must first conduct sufficient investigation and study, analyze the unique needs of the clients, and make the carrier effectively connect volunteers and clients. Secondly, the service carrier must be diversified. It should have a relatively fixed normalized carrier, a temporary carrier, an integrated carrier and a special carrier. It can also set up or build volunteer service bases, contact points, studios, etc. In short, a rich and effective service carrier is an important guarantee for the sustainable development of college students' volunteer service.

5. Conclusions

College students, as "favored ones", represent the future of the country and the hope of the nation, and shoulder the heavy responsibility of continuing to achieve the goal of "two hundred years" and realizing the Chinese dream of great rejuvenation of the Chinese nation. It is of great significance to promote the growth of college students in the present and future of social development. In the cultivation and education of college students, the all-round development of "morality, intelligence, physique, beauty and labor" has long been put forward and repeatedly emphasized, but the simple school education is obviously inadequate, so voluntary service has become an educational carrier to supplement school education and promote the all-round development of college students.

Volunteer service is a kind of practical education, which aims to enhance the perception and understanding of society, culture and life, and obtain the shaping and promotion of morality, accomplishment and aesthetics through college students' personal participation in social governance and social activities. Therefore, the purpose of education can be realized in a subtle way, and the sense of gain and happiness of "giving roses to others and having lingering fragrance in hands" can be gained in "serving others".

In a word, college students' voluntary service is an important carrier to carry out ideological and political education for college students, a vivid practice for college students to practice socialist core values, and an effective way to improve their comprehensive quality, promote healthy growth and form a sound personality. Realizing the sustainable development of college students' voluntary service in the new era is not only for the present, but also for the future.

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