

# *Study on the Status and Development of College Volunteer Service in the New Era ——Take Ningxia University as an Example*

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**Abstract:** Since the 18th CPC National Congress, China has made historic achievements in socialist modernization, and socialism with Chinese characteristics has entered a new era. In this new historical position, college volunteer service has become an indispensable part of our social life, which is not only an effective carrier of ideological and political education in colleges and universities, but also plays an active role in the construction of socialist spiritual civilization and harmonious society. Taking Ningxia University as an example, this paper analyzes the development status and common problems of college volunteer service at present, and puts forward some suggestions to improve the practical effect of college volunteer service, so as to promote the vigorous development of college volunteer service.

## 1. Introduction

Voluntary service is defined as the service activities that volunteers volunteer their time and energy to improve society and promote social progress without expecting any reward. Under the background of the new era, voluntary service has excellent development opportunities, but also faces many problems and challenges. At present, voluntary service is gradually developing into one of the important contents of ideological and political education in colleges and universities. For college students, using their spare time to participate in some meaningful volunteer service, can enrich their college life, temper the quality of hardship and endurance, not afraid of difficulties, cultivate the spirit of contributing to the society, return to the society, exercise communication and coordination ability and teamwork ability, accumulate social practice experience and experience. For the society, volunteer service promotes the establishment of a harmonious society. Volunteer work provides opportunities to help each other, so that the recipients can feel the warmth of the society, reduce the alienation between people in the current society, and promote the communication and exchange between people, so as to achieve social harmony [1]. Taking Ningxia University as an example, this paper analyzes the development status and existing problems of college volunteer service at present, and puts forward some strategies or suggestions to improve the actual effect of college volunteer service, so as to promote the vigorous development of college

volunteer service.

## **2. Summary of college volunteer service**

### **2.1. Development status of college volunteer service in China**

China's voluntary service industry grew up on the basis of "Learn from Lei Feng" [2] and developed with the reform and opening up. At the end of 1993, the Central Committee of the Communist Youth League began to organize and implement the China Youth Volunteer Action, which ushered in a new stage of voluntary service in China with a clear structure and strict discipline. After the implementation of the China Youth Volunteer Action, the development of volunteer service is becoming stronger and stronger. More and more people devote themselves to this cause, and the whole society's awareness of volunteer service is significantly improved. With the flourishing development of volunteer service in our country, colleges and universities have established college student volunteer service teams to actively carry out college volunteer activities. At present, the volunteer service activities of college students can be summarized as follows according to the current social development status:

#### **2.1.1. Volunteer activities for COVID-19 prevention and control**

In early 2020, our world came to a screeching halt as a sudden outbreak of COVID-19 ravaged the globe. On March 17, 2020, the General Office of the Ministry of Civil Affairs issued guidelines on THE Participation of Volunteer Organizations and Volunteers in THE prevention and control of COVID-19, which put forward the following suggestions on the participation of volunteer organizations and volunteers in the prevention and control of COVID-19: "1. Do personal protection; 2. Orderly participation in services; 3. Insist on demand-oriented; 4. Assistance in medical treatment; 5. Participating in community prevention and control; 6. Provide convenient services; 7. Care for special groups; 8. Participate in charitable donations; 9. Promote epidemic prevention; 10. Strengthen collaboration [3] ". A large number of college students have responded to the call of the CPC Central Committee and participated in volunteer work in their localities, contributing to the people's war, total war and containment war of COVID-19 prevention and control.

#### **2.1.2. College students volunteer service in the West program**

In 2003, the Central Committee of the Communist Youth League, the Ministry of Education, the Ministry of Finance and the Ministry of Human Resources and Social Security jointly implemented the college students volunteer service plan in the west according to the spirit of the Executive meeting of The State Council and the National College Graduates Employment Work Conference, recruiting a certain number of college graduates or postgraduate students. Volunteer at grassroots level in western China for one to three years, and encourage volunteers to take root in local employment and entrepreneurship. According to the service content, the plan for the western region is divided into seven special projects: basic education, service for agriculture, rural areas and farmers, medical and health care, community-level youth work, community-level social management, service for Xinjiang and service for Tibet. In 2018, 18,300 people will be enrolled in the Western China Plan, including over 2,100 members of the Graduate Student support group under the China Youth Volunteer Poverty Alleviation Relay Program. Over the past 15 years since the implementation of the Western Plan, more than 270,000 college students have been selected and sent to serve at the grassroots level in 22 provinces, autonomous regions and municipalities in the central and western regions as well as more than 2100 counties and urban districts of Xinjiang

Production and Construction Corps [4].

### **2.1.3. Volunteer service activities for large-scale competitions at home and abroad**

At the beginning of 2022, Beijing successfully hosted the 24th winter Olympic Games, the volunteer service is indispensable to the successful hosting of the Olympic winter games, volunteers through layers of screening and months of hard training, with enthusiastic volunteer service ensure the normal order of the events, assist related departments to do a good job of epidemic protection during winter, It has attracted people's attention and won praise and affirmation from all walks of life, and most of these volunteers are college students. In addition to the Beijing Winter Olympic Games, the Beijing Summer Olympic Games, The Shanghai World Expo, the National Games and other successful large-scale events in the past have all featured volunteer service. Volunteers with warm and sincere service for the country won respect and praise, become a beautiful scenery line.

### **2.1.4. Major natural disaster prevention and rescue volunteer activities**

In the face of all kinds of sudden disasters, college student volunteers carry forward the volunteer spirit of "unity, friendship, mutual assistance and progress". They take advantage of their professional expertise to join the volunteer service teams organized by universities to rescue disaster areas and rush to the front line to rescue people in disaster areas as best as they can [5]. For example, in the summer of 2021, large-scale floods occurred in Henan Province, the May 12 Wenchuan earthquake and other major natural disasters, college students volunteers can be seen actively participating in rescue and disaster relief.

### **2.1.5. Colleges and universities organize voluntary service activities by themselves**

Each university has its own volunteer service team. For example, Ningxia University has the Ningxia University Jujube Volunteer Association and the youth volunteer Service department under the secondary colleges of Ningxia University. On holidays and important occasions, college students will be recruited to carry out relevant volunteer service activities, such as community public welfare, respecting and helping the elderly, being on duty in the library, welcoming new students and other volunteer activities inside and outside the school.

## **2.2. Development status of volunteer service in Ningxia University**

Founded in 1958, Ningxia University is located in yinchuan, a historic city with a long history and beautiful scenery. It is a university jointly established by the Ministry of Education and ningxia Hui Autonomous Region government. It has a history of more than 60 years. Adhering to the school motto of "Morality, diligence, truth from Facts, innovation", the school has made many excellent achievements through hard work, heavy burden and hard work, innovation and pioneering. At present, ningxia University's volunteer team can be divided into university-level volunteer organization "Ningxia University Jujube Volunteer Association", youth volunteer association under each secondary college, and some other personal public welfare organizations of teachers and students.

As far as I know, ningxia University had more than 10,000 registered volunteers by the end of 2021, accounting for 76% of the total number of students in the university. In 2021, ningxia University students participated in volunteer service more than 48,000 times, and the total service time reached 656,000 hours. It can be seen that Ningxia University students have a passionate heart for volunteer service. Ningxia University Sandjube Volunteer Association has actively participated in various large-scale activities of the autonomous region by organizing and carrying

out activities such as "School-Land Co-construction" college students Learning From Lei Feng, "Lei Feng Spirit stays on campus forever", and "Rainbow Plan" for graduate student teaching support group, striving to build a brand of Learning from Lei Feng activity in Ningxia University. To serve the growth of youth and promote the construction of social spiritual civilization to make positive contributions. Over the years, in the "not afraid of difficulties, not afraid of wind and cold; Under the guidance of the "Spirit of Jujube tree", ningxia University Jujube Volunteer Association and voluntary service organizations of each college always uphold the purpose of "dedication, friendship, mutual assistance and progress", in response to the call of Lei Feng spirit, based on campus and serve the society with strong perseverance.

School, the communist youth league organizations at all levels based on the study lei feng volunteer service "four 100" typical advanced, innovative volunteer service contents and forms, such as volunteer service project competition and other activities, a new era of attract more young people to join volunteer team, continue to expand the work of the praise and influence degree, and realize China's dream to build a beautiful new era youth positive contribution strength, A tribute to the 100th anniversary of the Communist Youth League!

### **3. Problems and causes of college volunteer service**

Since the 18th CPC National Congress, socialism with Chinese characteristics has entered a new stage and entered a new era. In this new historical position, college volunteer service has become an indispensable part of our social life, which not only becomes an effective carrier of ideological and political education in colleges and universities, but also plays an active role in the construction of socialist spiritual civilization and harmonious society. As the saying goes, "If you want to think about its benefits, you must think about its harms; if you want to think about its achievements, you must think about its failures". At present, there are still many problems in college volunteer service.

#### **3.1. Volunteer service is limited in field, single in development path and uncharacteristic in content**

In ningxia university, for example, the school volunteer service is still stay on the way to local nursing homes to visit elderly and infirm, care left-behind children, to participate in environmental protection, such as school library on duty the traditional level, with demand for Labour is given priority to, failed to carve out some innovative volunteer service activities, in order to service more diverse social groups. Although the school has cooperated with the Municipal Red Cross society, the Health Commission and other departments and groups to carry out some activities, but the effect is not obvious, the role of promoting development is very little. Can reflect the shortage of advanced culture and the spirit of service excellence program anomaly, can play a shortage of college students' professional skills and knowledge level of service activities, natural unable to form a long-term, special activities, lead to the development of the voluntary service still remain in the traditional level, the development of a certain time stagnant, content nature also have no window at all.

#### **3.2. College students do not have clear cognition of volunteer service, attach less importance to it and have passive participation motivation**

At present, the blindness of college volunteer activities is high, the students' conformity psychology is serious, and the planners' formalism is serious. In order to carry out volunteer service activities efficiently, planners usually prepare a detailed implementation plan before the activities are carried out. After the volunteers are recruited, they can only participate in the activities

according to the process. As long as they participate in the activities, they will get corresponding credits at the end of the activities, which is equivalent to passive participation. In order to meet the requirements of activities summary and news required by superiors, event planners only pay attention to whether the publicity is in place and so on. Volunteers in recent years, the cluster service, leading to excess love things have occurred, such as the old man nursing home "wash feet", the "wind" type of volunteering can only have a short-term effect, the empty nester, left-behind children are not two times by visiting can care in place, volunteer service is a long time to work hard to meet actual effect [6]. In order to get enough credits, many college students will join in the volunteer activities as if completing tasks when they see other students around them. Gradually, college students will not attach importance to volunteer activities. 13% of the students regard it as a formalistic activity carried out by the school, which is optional. Obviously, college students do not have a clear understanding of the spirit and role of volunteer service, do not pay attention to it, and even biased. College volunteer service should not only be regarded as a form of daily practice, but also as a kind of educational activity of dedication. Through volunteer service, college students can cultivate their values of returning to society and contributing to society. Therefore, it is necessary to give full play to the initiative of students and encourage them to actively participate in volunteer service activities.

### **3.3. The existing volunteer teams generally have a low level of specialization and lack of funds to carry out activities**

On the one hand, the volunteers in college volunteer service activities are mainly college students, who have different majors and have not received corresponding training before the activities, resulting in the lack of volunteer service skills and professional ability. Volunteers are difficult to adapt to some specialized and specialized volunteer services, resulting in a wide range of restrictions on volunteer service. For example, if there is no medical professional background and skills, it is difficult to meet the needs of the audience and cannot achieve the due effect [7]. Colleges and universities are short of instructors who are committed to volunteer service, and most of the teachers in charge of volunteer service have no experience in volunteer service. When activities, lack of experienced teachers, volunteers can only in the activities to explore while volunteering, even some organizations will take it as unpaid labor, with voluntary services free sex moral kidnapping volunteers, abuse of volunteers to complete all sorts of things, lead to changes in voluntary service essence, volunteers are increasingly alienated from volunteering.

On the other hand, the lack of funds is also one of the key factors restricting the development of volunteer service in colleges and universities. According to the survey, funds for voluntary services are sufficient in activities organized and carried out by government departments, schools and public welfare social organizations. However, in the activities that the volunteer service groups of the secondary colleges or other student associations hope to hold, their funding sources are single, only supported by the work funds allocated by the youth League committee of the college, and rarely raised funds through the establishment of cooperation with other social organizations. All secondary colleges believe that the Youth League Committee is the management department of volunteer service of the college, and the volunteer service funds should be included in the financial budget of the Youth League Committee. However, when the work funds of the Youth League Committee are limited, the daily volunteer service work of students will lack the support of official funds. If the required funds cannot be raised for the volunteer service activities, some planned volunteer service activities have no choice but to give up, many students will be disappointed with the school and lose interest in volunteer service, which seriously affects the development of college volunteer service.

### **3.4. The service team has weak influence and limited audience scope**

College volunteer service teams are generally based on on-campus volunteer services, and their connections with society are mainly established by nursing homes and neighborhood committees on the streets where colleges and universities are located, which have little influence, inadequate publicity and limited audience scope. This has changed since the COVID-19 outbreak. Many college students with a sense of social mission have been engaged in volunteer service to fight COVID-19. As a result, the contact between college volunteer service groups and society has become extensive, and college volunteer service has developed by taking this opportunity.

### **3.5. Lack of reasonable rights and interests protection mechanism and incentive mechanism for volunteers**

At present, although various universities and colleges have established the guarantee mechanism and incentive mechanism for the rights and interests of volunteers, most of them are not clear about the specific content of how to guarantee the rights and interests of volunteers, and have not issued corresponding institutional documents. The incentive mechanism tends to be spiritual and lacks the assistance of material rewards to a certain extent. As a result, volunteers who participate in voluntary service tend to lose their passion and motivation and have a weak sense of gain in serving the society. Although some colleges and universities have certain incentives for volunteers, for example, Ningxia University awards "star volunteers" in the whole university and "Excellent Volunteers" in the secondary colleges every year. Through the evaluation and promotion, the volunteers' work is praised and encouraged. But the current initiative is more of a routine award, with little impact and little incentive. Therefore, the protection mechanism and incentive mechanism of university volunteers' rights and interests should be paid more attention to and constantly improved.

## **4. Strategies or suggestions to improve the actual effect of college volunteer service**

To improve the actual effect of college volunteer service is a process from the outside to the inside and from the shallow to the deep. Under the background of new era, colleges and universities as the main position of students training, should actively encourage firm ideal faith of contemporary university students, encourage them to actively involved in the volunteer service, to promote voluntary service to institutionalize the norm, with efficient volunteer services to promote social progress, for the realization of the 'two one hundred goals, implementation,' the Chinese dream of the great rejuvenation of the Chinese nation ".

### **4.1. Innovate the content of voluntary service, strengthen publicity, and promote the normalization of voluntary service**

Colleges and universities have many specialties and abundant talents, so we should make full use of the specialty of college volunteers and effectively enrich all kinds of volunteer service teams. For example, volunteer organizations for students majoring in science and technology can carry out professional consultation activities for the society, and volunteer organizations for students majoring in liberal arts can carry out a number of lectures on "what is voluntary service on earth" in and out of school, so that more people can have a new understanding of voluntary service in nature. The innovation of voluntary service content plays an extremely important role in promoting the development of voluntary service in the new era, which can maintain the healthy and sustainable development of voluntary service and lead the rapid normalization of voluntary service.

To promote the normalization of volunteer service, we should not only promote the continuous innovation of volunteer service, but also publicize the activities and purposes of volunteer service in place. The publicity of volunteer activities is not strong and the publicity content is not attractive, which leads to the low interest of students in volunteer activities. At present, we are in information age activity propaganda varied, basically universities have activities held before through WeChat public number, trill, weibo multimedia such as propaganda, but some colleges and universities rely too much on the online promotion volunteer service, the student to the dazzling promotional information about, but cannot reach. Both online and offline publicity should be promoted. Online activities should be previews with eye-catching publicity content, and offline special time periods should be set up for detailed explanation of activities, so as to transmit the connotation and function of volunteer service activities to more college students, so as to attract more students to participate in volunteer service.

#### **4.2. Actively promote communication and cooperation between campus volunteer organizations and social organizations**

Promoting the communication and cooperation between college volunteer organizations and social organizations is an important way to maintain the vitality of college volunteer service and develop college volunteer service. Youth league in colleges and universities need to comb through face-to-face resources, make full use of the advantage of the communist youth league organizations, take the initiative to contact and attracting enthusiasts, enterprises and institutions, public organizations, such as college youth league, women's federation, social public welfare institutions in provinces and cities, the alumni association, etc., through discuss the related project cooperation, exchange of experience, strengthen communication, To establish cooperative relations with organizations concerned about college volunteer service and willing to provide guidance and help, and to actively encourage teachers and students in colleges to give full play to their personal abilities, advocate the introduction of beneficial social resources to support the development of college volunteer activities, and to commend teachers and students for their contributions. In this way, through various actively help and guidance, partners are widely response and support, the school to strengthen innovation and the development of young volunteers, volunteer activity on size of volunteer service group to carry on the scientific and effective management, in order to attract the active participation of teachers and students in colleges and universities, to further promote the development of university volunteer work in consolidation, in the cooperation of the communist party of China to win.

#### **4.3. Committed to service learning and improving the professional level of volunteers**

With the deepening and development of volunteer service, the personal quality and professional level of volunteers have become a concern in volunteer activities. In recent years, it is easy to see some reports about the uneven quality and professional level of volunteers in major news headlines that lead to problems in volunteer activities. There are many reasons for this problem. It may be that someone deliberately planned to exaggerate one of the small problems, causing the problem to deepen and gradually evolve into a social hot spot; it is also possible that the volunteers themselves do have such problems, which are real in the activities. portraiture. Therefore, in order to avoid the frequent occurrence of such problems and the stagnation of the development of volunteer service, it is imperative to devote ourselves to service learning and improve the professional level of volunteers.

Volunteers should correct their attitudes and deepen their self-awareness through continuous learning under the guidance of voluntary organizations; learn more from the advanced volunteer

service experience of excellent volunteers, grasp the details and start from the small things around them, and improve their professionalism through reasonable practice. Corresponding training is carried out in the early, middle and late stages of volunteer service development. The training is mainly carried out around job responsibilities, service processes, service objects, service methods, etc. Through repeated training and guidance at each stage, the professional level of volunteers is promoted. It is more convenient to provide services during the activity. After the activity, volunteers are required to summarize the activity, comprehensively analyze all aspects of their activities, accelerate the growth rate of volunteers, and ensure that the future volunteer activities will be carried out more smoothly.

#### **4.4. Optimize volunteer recruitment methods, strengthen the management of volunteer organizations, and establish a volunteer service management model that conforms to their own actual conditions**

Volunteer recruitment is the primary link in volunteer service activities, which is related to the quality and future development of the volunteer team. At present, the volunteer recruitment mechanism should be continuously optimized, and the principle of selecting the best among the best should be adhered to, and recruit more people who truly love the cause of volunteer service and work attitude. Young college students who are rigorous, have a clear understanding of the connotation of volunteer service, are passionate and helpful, bear hardships and stand hard work, and are not arrogant or impetuous join the volunteer organization, let their dreams fly and serve the society.

As the saying goes, "no rules can't make a circle", a complete and systematic volunteer management model is an indispensable and important factor in volunteer organizations. Volunteers are recruited in place, and they need to obey the team management regulations to integrate into the team and carry out corresponding activities. The lack of an excellent volunteer management model that does not suit their own situation will easily lead to discord and frequent conflicts within the team. Volunteers may become free and unruly, resulting in volunteers joining volunteer service organizations. 'Expectation' turns into 'disappointment', and the loss of original intentions leads to alienation from volunteering. At present, there are many phenomena in the society that due to improper management models, volunteers are full of resentment and do not cooperate with their work, volunteer activities cannot be held, and volunteer organizations are helpless to dissolve. cognition. Therefore, leaders of voluntary organizations need to pay attention to and strengthen the management of voluntary organizations, and formulate a volunteer management model that is practical and promotes organizational development. With the guidance of an excellent management model, the pressure of leaders can be reduced, the volunteer team can develop steadily, the cohesion of the team will be continuously improved, the volunteer service activities can be carried out smoothly, and the volunteer service career will flourish.

#### **4.5. Explore and improve the rights protection mechanism and incentive mechanism of volunteers**

Colleges and universities should actively explore the volunteer rights protection mechanism and volunteer service incentive mechanism to mobilize the enthusiasm of volunteers and ensure the sustainable development of volunteer services. All universities should be called on to actively explore and establish their own volunteer rights protection mechanisms as soon as possible and promote their implementation, and combine existing national laws and regulations to provide sufficient support and protection for college student volunteers to protect the rights and interests of volunteers. Colleges and universities need to build an incentive mechanism based on spiritual



incentives and supplemented by material rewards for volunteers who are conscientious, responsible and active in volunteer service activities. For example, the combination of volunteer service and group day activities, the inclusion of volunteer service in the measurement of personal moral performance, the establishment of special bonuses for volunteer service and other measures. In addition, we will publicize the successful volunteer activities by means of outstanding collective commendation, excellent deeds publicity, and excellent volunteer experience sharing meetings, so as to encourage teachers and students to pay attention and join volunteer services.

## 5. Conclusion

Volunteer service in colleges and universities is a great cause that requires perseverance and reinstatement of the old. In the new era, young Chinese students are in a prosperous world and share opportunities. They should seize this opportunity to experience and devote themselves to the cause of volunteering, and do their best to promote the continuous improvement of the cause of volunteering. Colleges and universities should encourage contemporary college students to actively join various volunteer service teams, combine their own advantages and the expertise of their majors, and use practical actions to promote the development of college volunteer services. On the track of youth, move forward bravely and strive to achieve the best results of contemporary youth.

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