

Research on the Prior Cultivation of Western Program Volunteers by Colleges and Universities

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Abstract: Colleges and universities, as the main recruiting body of volunteers for the Western Program. It has played an important role in the process of deeply implementing the western development project, and undertake the mission of selecting outstanding talents with firm ideals and beliefs, noble voluntary sentiments, and a willingness to selflessly dedicate themselves to the country, the west and grassroots level. The article analyzes the problems existing in the cultivation of volunteers of western plan in colleges and universities, and then puts forward targeted measures from colleges and universities, families, society, and individuals in an attempt to break the bottleneck of the front-end cultivation of volunteers of western plan in colleges and universities, so as to deliver young talents with practical experience to the cause of revitalization of China's countryside in a continuous manner.

1. Introduction

2023 is the 20th anniversary of the implementation of the Western Program, 20 years, nearly 500,000 young college student volunteers with ideals and passion, to more than 2,000 counties (cities, districts, flags) grass-roots level, tireless, sincere dedication, showing a bright youthful style, bursting out of the bold passion for progress, relying on the creation of labor for the solid advancement of the Chinese modernization of the contribution of the youth power. 20 years, as one of the main service areas of the Western Program, Sichuan Over the past 20 years, Sichuan, as one of the main service sites of the Western Program, has recruited and dispatched more than 40,000 fresh graduates from more than 400 colleges and universities in Beijing, Liaoning, Zhejiang, Hebei, Jilin, Chongqing and other provinces (municipalities), who have gone to Sichuan to participate in grass-roots youth work, anti-earthquake relief, post-disaster reconstruction, caring for the left-behind students and other voluntary services, and have made outstanding contributions to the economic and social development of the province and have won the trust of the Party and the government and the affirmation of the public at all levels. The results are remarkable.[1]

In the context of the new era, college students have actively responded to the call of the state and become the most active group in volunteer service, which is an important promoter and practitioner of volunteer service.[2] However, due to some objective reasons, there are still some problems in college students' participation in volunteer service, and it is urgent to further improve the quality of

college students' participation in volunteer service. Colleges and universities play a pivotal role in promoting the cultivation of volunteers for the Western Program. The development of college student volunteer service in the new era must strengthen the main responsibility of colleges and universities. In this regard, it should increase the support for college students' volunteering in the Western Program, optimize the management mechanism of college volunteering, and respect the subjectivity of college student volunteers. Colleges and universities should optimize the pre-cultivation of college students' volunteer service, and carry out stage-by-stage and step-by-step cultivation for college students of different grades.

2. The Problem Analysis

The subject investigates the current situation of the front-end cultivation of college students' western program in the new era, and investigates and researches by means of questionnaires to understand the current situation and shortcomings of the front-end cultivation of college students' western program in the new era. The analysis of the questionnaire results shows that although colleges and universities have achieved a series of positive results in the pre-cultivation of volunteers for the Western Program, there are still many problems that deserve the attention of the cultivators. For example, colleges and universities do not pay enough attention to it, the synergy of social network platform fails to maximize its role, families do not play a good supporting role, and the ideological awareness of college students' volunteering spirit is not enough.

2.1. Colleges and universities do not pay enough attention to the cultivation of college students' volunteerism

Some organizers of colleges and universities believe that volunteer activities are just a formality, and do not really play the function of volunteer practice. First, the form of volunteer activities is often relatively single, the content of the activity is boring, which will cause many students think that volunteer activities are compulsory labor, greatly affecting the enthusiasm of students to participate.

For the research on the issue of "what volunteer services have you participated in", the data show that 66.89% of college students have participated in daily school services, 25.64% of college students have participated in daily community services, and participated in the "three to the countryside activities", The proportion of college students who have participated in "three activities in the countryside", "major emergencies" and "support for education" are 11.01%, 9.04% and 8.38% respectively. The survey shows that the vast majority of college students still rely on colleges and universities to participate in volunteer service, and the platform for participation in volunteer service is still mainly confined within the scope of colleges and universities, and the forms and contents of activities are yet to be enriched.

In addition, the safeguard system of college volunteering is not perfect enough, and the incentives for volunteering have not been put into practice, which is not conducive to cultivating the spirit of college students' volunteering. Secondly, the planning for the cultivation of college students' volunteer spirit in the new era is not perfect. According to the research, most of the college students said that the organization and planning of the cultivation of the spirit of volunteerism they had participated in was not perfect. This shows that in the actual cultivation of the spirit of volunteerism, the content and form of cultivation need to be improved. Thirdly, the content of cultivating the spirit of volunteerism is boring. Survey results show that most students think that the cultivation content has no novelty and the cases are relevant, which is barely in line with the cultivation of the spirit of volunteerism of college students in the new era, while very few college students think that the cultivation content is novel and the cases are relevant, which is in line with

the cultivation. This shows that the content of the cultivation of the spirit of volunteerism of college students in the new era needs to be further enriched and the quality needs to be improved.

In response to the question "Do you think the current mechanism for cultivating the spirit of volunteerism in schools is perfect", the data show that 34.59% and 43.88% of the college students chose "not sure" and "not in line with the spirit of volunteerism" respectively. 34.59% and 43.88% respectively, while 8.71% and 12.82% respectively think that "fully meet" and "relatively meet". The results of the survey show that most of the college students think that the current school volunteerism mechanism is not perfect.

2.2. Insufficient social support for the cultivation of college students' volunteer service in the new era

Most of the students participate in volunteer service activities through colleges and universities rather than social cooperative platforms to cultivate the spirit of volunteer service. In the questionnaire, regarding the question "What is the main way for you to participate in the cultivation of the spirit of volunteerism?", the data show that the college students who participate in the cultivation of the spirit of volunteerism through the school organization are as high as 76.75%, the college students who participate in the cultivation of the spirit of volunteerism through the organization of the social platform and the organization of the community account for 36.65% and 34.35%, and the college students who participate in the cultivation of the spirit of volunteerism through the network media channel and the organization of parents account for 20.71%. The proportion of college students who participated in the cultivation of volunteerism through social platform organizations and community organizations was 36.65% and 34.35% respectively, while the proportion of college students who participated in the cultivation of volunteerism through online media channels and parents' organizations was 20.71% and 10.85%. The survey shows that the cultivation of college students' volunteering spirit is mostly through colleges and universities, and the influence of cultivation through society or other ways is smaller.

2.3. Insufficient family atmosphere for the cultivation of college students' volunteering spirit

When asked "the way you participate in the cultivation of the spirit of volunteerism is", the survey data show that 59.24% of the college students are taught by teachers, 33.61% and 39.19% are released by online media and lectures, 22.6% and 10.85% are taught by online courses and parents. 10.85%. The survey shows that the influence of parental education is the weakest. Regarding the question "How often do your parents and family members cultivate the spirit of volunteerism in you?", the data shows that only 9.78% and 9.61% of the college students think that it is completely in line with and relatively in line with the spirit of volunteerism respectively, 17.26% of the college students think that they are not sure, and 49.22% think that it is relatively not in line with the spirit of volunteerism and relatively not in line with the spirit of volunteerism respectively, 14.13%. The survey also shows that parents are not strong enough to cultivate the spirit of volunteerism among college students. The data show that most of the college students think that their parents do not often cultivate the spirit of volunteerism in them. In conclusion, the family has not formed a good atmosphere for cultivating the spirit of volunteerism, the cultivation atmosphere is not strong, and the issue of cultivating the spirit of volunteerism has not attracted the attention of parents.

2.4. Insufficient awareness of volunteerism among new-age college students

Some college students fail to truly understand the connotation of the spirit of volunteerism, and

think that participating in volunteer service is only going to voluntary labor. A few college students participate in volunteer service for the purpose of gaining volunteer hours, which is helpful for evaluation of merits and precedence, and lack of correct cognition of the spirit of volunteer service. Regarding the survey results of the question "Why do you participate in volunteering activities", the data show that as high as 59.57% of college students do it for "extra credits", 48.4% for "enriching their own experience", and the third one for "enriching their own experience". The data shows that 59.57% of college students do it for "extra credit", 48.4% for "enrichment of their experience", and 35.66% for "social responsibility". For the purpose of "honor and priority" and "pure curiosity" accounted for 31.47% and 18.82% respectively. The survey shows that most of the new age college students' participation in volunteer service activities is related to their own interests. It is not difficult to see that the motivation and nature of volunteer service of new age college students need to be improved.

3. The Suggestions for countermeasures

3.1. At the level of colleges and universities

Colleges and universities on the front of the volunteer cultivation study, can be divided into three phases of the early, middle and late, from the students before enrollment to the beginning of enrollment to the first year of the whole academic year, can be called "pre" cultivation of the ideological and political education of the students from the beginning to pay attention to the freshmen, into the college students are a blank sheet of paper, the key to see how our teachers to outline how to cultivate. For freshmen, it is a blank sheet of paper when they enter the university, and the key depends on how we teachers outline and cultivate them. Therefore, it is particularly important to cultivate volunteers in the beginning, we can carry out some lectures, forums, salons, invite outstanding volunteers to share their initial heart and experience of volunteer service for the freshmen, as well as the process of growing up and becoming a success in volunteer activities, so as to guide the freshmen to be able to take root in the field of volunteering from the very beginning, to set up the concept of selfless dedication and struggle, and to enrich their patriotism in the process of serving the people.

For the medium-term stage of cultivation, we can build a variety of volunteer activities for students, share the registration method of volunteer activities, participation requirements, etc., and make clear what the original intention of volunteer service is. The length of volunteer service can even be included in the evaluation of merits and awards as one of the important indicators, guiding students to train themselves, increase their knowledge and skills, and improve their quality in volunteer service activities.

Cultivation in the later stages is related to the export of students after graduation and the implementation of their employment. We should take the value leadership as the unifying principle, and guide students to go to the west, to the grassroots, to the most needy places in the motherland to build a career. The Western Program is a very suitable project and platform, students can choose to enroll in the school and examination, through the selection of the successful docking response to the post, in the post above the training for 1-2 years, which is not only to their own four years of college an account, but also their own concept of beliefs of a kind of establishment, a kind of faith in the faith of the firm, in the service of the people under the purpose of the growth and success.[3]

Therefore, as colleges and universities, it is necessary to respect the main will of college students and also to cultivate the main consciousness of college students. So that students can set up ideals and beliefs in the four years of progressive cultivation, growth of insights and talents, in youth and dedication to sprinkle the sweat of struggle.

3.2. At the level of Social

Firstly, creating a favorable atmosphere of social volunteerism. "Under the background of cultural diversification, many problems in college students' volunteering are not only related to college volunteering itself, but also, on a deeper level, to the social environment and people's ideology." However, the survey results prove that the current social guarantee and incentive mechanism for college student volunteering is not sound, and the positive guidance for college students to participate in volunteering has yet to be strengthened. In addition, the docking channels between individual college student volunteer service organizations and the society are not smooth. Therefore, it is imperative to build a good atmosphere for social volunteerism. [4]

Secondly, smooth the connection channel between college students' volunteer service and the society. The development of college student volunteerism in the new era has formed a double-cycle development pattern of serving campus civilization and social development, but there are still some obstacles between the growing desire of college students to serve the society and the opportunities that the society can provide for college students to participate in volunteer service. Smoothing the docking channels between college students' volunteer service and society will provide more opportunities for the development of college students' volunteer service in the new era.

Thirdly, improve the off-campus service mechanism of college students' volunteer service. To smooth the docking channels between college students' volunteer service and the society, the first thing to do is to start from the colleges and universities themselves. At present, more and more college students choose to participate in off-campus volunteer activities, which is an important reflection of the new era of college students to enhance the sense of social participation. However, in reality, many college students tend to lose interest in volunteering due to the lack of volunteering information channels and participation opportunities.[5] At the same time, the enthusiasm of individual college students for volunteering has been exploited by some illegal organizations, and they have become cheap laborers for individual enterprises, or mistakenly entered into religious or pyramid selling organizations, or even been infiltrated by individual hostile forces in terms of ideology, which have impeded the healthy development of college students' volunteering. In order to prevent the occurrence of such phenomena, the best way is to improve the off-campus service mechanism of college students' volunteer service. First of all, colleges and universities need to take the initiative to establish long-term cooperation mechanisms with relevant off-campus organizations, such as the organizing committees of large-scale events, community management committees, key social welfare organizations, etc., so as to provide sufficient platforms and reliable guarantees for college students to participate in off-campus volunteering, and to let college student volunteers do "targeted". In addition to these official ways, for the situation of college students participating in off-campus volunteering, college student volunteer organizations should play a good role in timely supervision and risk detection, help college students identify the real purpose of recruiting college student volunteers by off-campus organizations, and build a reporting mechanism and a feedback mechanism for off-campus service of college student volunteers, so that they can really serve the majority of college student volunteers.

3.3. At the level of Family

Family is the primary carrier for the transmission of worldview, outlook on life and values, and family style is an important way to cultivate morality and personality. Shaping a good family style is the basic premise of cultivating college students' sense of volunteerism. First of all, it is necessary to inherit the excellent traditional Chinese family style. The word "wind" in family style means "the upper to wind down, the lower to wind satirize the upper", which means that people influence and educate others with noble virtues, and others also learn to be strictly self-disciplined. China's

traditional culture contains a lot of discussions related to volunteerism, such as "caring for others as we care for our elders, and caring for others as we care for our children". To this day, these traditional cultures are still widely spread and passed down by many families, forming a good family culture. In particular, "love one another, share one another's benefits", "the rich help the rich, the poor help the poor", "if you are poor, do good to yourself, and if you are rich, help the world" and other good family styles on the idea of volunteering should be continued to be inherited and innovatively developed. These good family styles on the idea of volunteerism should continue to be inherited and developed in an innovative way. Family culture is an important component of social culture, and "the good family culture of millions of families supports the good culture of the whole society".[6] Only when a family has a good family style will there be harmony and unity; only when millions of families have a good family style will society be harmonious and beautiful. Shape the good family style, parents, elders of the word and example is particularly important, but a good family style of family education is not a moment can be developed, it is a long-term "silent" process. The second is to create a good family atmosphere. Family is the fertile ground for college students to grow up, a good family environment can shape a good sense of volunteerism, the formation of correct values. First, we should create a harmonious family environment for college students. "In a family full of emotional exchange and in-depth communication, mutual understanding and trust, college students are more likely to understand the society, service and dedication to society." A harmonious family environment with smooth communication, mutual equality and full of trust is not only conducive to the healthy physical and mental development of college students, but also helps to cultivate their pro-social character. Harmonious relationship between parents and caring family members will lay a good environmental foundation for college students to establish a correct sense of volunteerism. Secondly, the role modeling effect of parents should be brought into full play. The formation of college students' sense of volunteerism cannot be separated from their parents' words and teachings. In real life, if parents are willing to help others, their children will naturally uphold the value of helping others; if parents are kind and charitable, their children will most likely develop a noble character of willingness to give; if parents pay attention to moral education, their children will naturally pay attention to moral cultivation. The survey results show that college students whose parents are volunteers tend to have a higher sense of volunteerism than other college students.

3.4. At the level of Individual

Firstly, pay attention to students' internal needs and activate their subjective initiative to participate in volunteer service. First of all, before the implementation of volunteer service activities, it is necessary to conduct research on the college student group, to explore and examine the basic motivation of college students to participate in volunteer service, the choice of the type of activity preferences, and so on. Secondly, in the process of the activities, we should track the dynamics of college students' participation in volunteering, assist them in solving any emergencies that may occur, and pay attention to their mental and psychological status, so as to find problems in time and make positive adjustments to avoid the generation and evolution of bad emotions. Finally, after the end of the activity, we should timely convene a summary meeting of volunteer service, to build a platform for college students to communicate and share, and to understand what college students think about volunteer service activities. At the same time, it is also necessary to improve the incentive mechanism, praise and commend the good performance of college students in volunteer service, to provide them with a certain power to support and improve the long-term and continuity of college students to participate in volunteer service.

Secondly, enriching the types of volunteer service and expanding the choice space of college

students. Colleges and universities are the main force to promote the development of volunteer service for college students, and they should focus on innovating the types of volunteer service and providing college students with rich and high-quality volunteer service programs. Colleges and universities should grasp the law of student growth, respect the development needs of students, comprehensive school characteristics and student characteristics of volunteer services to develop and innovate, and strive to create a distinctive, branded volunteer service projects to enhance the appeal and attractiveness of volunteer services.[7] At the same time, the school should pay attention to and stimulate the innovation spirit of college students, encourage college students to innovate and add new vitality to volunteer activities. Schools should also strengthen the link with external resources, and actively create various practice platforms for students. Let college students combined with personal characteristics of targeted selection of volunteer services, the real application of their own professional learning to the actual volunteer service.

Thirdly, strengthen volunteer training, improve the practical skills of college students. Colleges and universities, as the main position for cultivating talents, should not only focus on the teaching of subject knowledge to consolidate the professional foundation of college students, but also take into account the overall development of college students, pay attention to the cultivation of comprehensive quality, and focus on the construction of a complete training system to enhance the professionalism and scientificity of volunteering training, and improve the practical skills of college students. For the daily training of volunteer service, colleges and universities should do a good job of long-term and overall integrated planning, and help students deepen their knowledge and understanding of volunteer service and master related knowledge and skills through daily and basic volunteer service training. Schools should give full play to their own resource advantages to create diversified and three-dimensional training forms.

4. The Conclusion

The Western Volunteer Service Program for college students is an important initiative put forward by the state from the height of coordinating regional development and building a strong talent country, and it is a practical training project that guides young people to further strengthen their ideals and beliefs, refine their will and character, and sublimate their voluntary feelings through grass-roots practice, and it is a key project for rural revitalization that promotes the participation of colleges and universities in the development of local rural construction.

Whether it is the "national project" or "local project" of the Western Program, it is trying to cultivate reserve talents for the national rural revitalization cause: on the one hand, it can let college students understand the actual situation of China's rural construction, and make them love the cause of China's rural development by applying what they have learned to their own use. On the one hand, it allows college students to understand the realities of China's rural construction, and through learning and applying what they have learned, they will be able to love China's rural development. On the other hand, this is also conducive to the establishment of a "reservoir" of rural construction talents. As the main reserve army of volunteers of the Western Program, the quality of college students' training is crucial. Therefore, the front-end training of volunteers for the Western Program should adhere to the path of taking universities as the leading role and fully linking the strengths of society and families, with a view to continuously delivering young talents with practical experience to the cause of China's rural revitalization

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