Research on the construction and implementation path of college students' volunteer service projects - Take SZ College as an example

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Abstract: College students' voluntary service is an important part of social public service, and also an important manifestation of college students' social practice. Business vocational schools play a key role in practicing morality and cultivating people, and guiding college students to practice voluntary service. College students' voluntary service has a diversified and objective function of ideological and political education. However, due to cognitive deviation, lax management and imperfect system, there are still many loopholes in college students' voluntary service in playing its educational function. The ideological guidance and behavior guidance for college students need to be improved. Therefore, on the basis of clarifying the ideological and political education function of college students' volunteer service, and based on the problems existing in the current education function, we should promote the innovation and development of college students' volunteer ideological and political education from all aspects, such as deepening rational cognition, strengthening education publicity, improving management system, and improving security mechanism, so as to better attract college students to participate in volunteer service.

1. Foreword

College student volunteer activities mainly refer to the service activities conducted by students to promote social progress and human development without seeking reward when they have sufficient time and energy and respect for individual freedom.[1] The report of the 20th National Congress of the Communist Party of China pointed out: "Improve the level of civilization of the whole society, implement the civic moral construction project, carry forward the traditional Chinese virtues, and strengthen the construction of family style". The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China pointed out: "Improve the volunteer service system", These important instructions all indicate that college students' voluntary service has become an important part of social public service in the new era, which plays an important role in promoting social civilization and progress and promoting common prosperity of the whole society. College students' voluntary service activities uphold the spirit of "love, mutual assistance, dedication and progress", which is conducive to shortening the process of college students' socialization, innovation and development of college students' ideological and political education, and the growth of college students.

2. The present situation of college students' voluntary service

In December 1933, the Central Committee of the Communist Youth League and the Ministry of Railways jointly launched the volunteer service of "delivering warmth to passengers", marking the official launch of the "China Youth Volunteer Action".[2] Since then, under the leadership of the Central Committee of the Communist Youth League, universities have actively engaged in social support services. At present, the development of China's volunteer service is growing, and the volunteer service with college students as the main body is a special and important form of volunteer service. On the one hand, voluntary service is mainly composed of college students, whose special identity makes social voluntary service activities professional, efficient and flexible. In addition, college students' participation in voluntary service activities has a strong idealistic color, which can inject more power into social voluntary service activities. On the other hand, the organizers of college students' voluntary services are mainly the voluntary services provided to the society by league committees at all levels and public welfare associations in colleges and universities. As the backbone of society, college students' voluntary services can promote the coordinated development of society, promote the interaction among social members, provide public service supply, and promote the balanced and
3. Investigation and Analysis of the Present Situation of College Students’ Volunteer Service.

3.1 Research object and content

According to the data of the Youth Volunteer Association of SZ College, as of October 2021, the total number of young volunteers registered in the business vocational school is 19953, the total number of large-scale volunteer groups in the school is 51, the number of activities is 2682, and the total length of volunteer service in the school is 93542.3 hours. In order to further analyze the current situation of college students’ volunteer service activities and strengthen the educational function of college students’ volunteer service to cultivate virtue, this questionnaire survey was conducted in March 2022. It was carried out by combining online questionnaire survey and random interview. A random survey was conducted on college students of Business Vocational College around the development of college students’ volunteer service activities. A total of 2000 questionnaires were distributed, with a recovery rate of 100% and 1973 valid questionnaires, The effective recovery was 98.65%. This questionnaire is mainly divided into two parts: the first part is to understand the basic information, age, gender, political outlook, grade and major of the investigators; the second part is to understand the practice of college students’ volunteer service and their participation in volunteer service activities, including college students’ awareness of volunteerism and volunteer service, college students’ motivation to participate in volunteer service, and college students’ evaluation of volunteer service.

3.2 Survey results and analysis

3.2.1 Students do not have a deep understanding of volunteerism

The survey results show that the overall situation of college students’ volunteerism is very good, and most students have a positive attitude towards volunteerism and a certain degree of volunteerism. At present, college students have a certain understanding of the spirit of voluntary service, but it cannot be ignored that most students have a relatively simple understanding of the spirit of voluntary service. They simply understand voluntary service as dedication to society, charity and helping others, and regard voluntary service only as doing good deeds, which greatly reduces the value guiding role of the spirit of voluntary service. It is also because students have a relatively shallow understanding of the spirit of voluntary service that many volunteers cannot fully realize that, in addition to serving others and contributing to society, voluntary service activities are ultimately aimed at helping the recipients to achieve “helping others to help themselves”. At the same time, voluntary service can also, to a certain extent, promote the common progress and development of volunteers and society.

3.2.2 Diversified motivation of students to participate in voluntary service

The questionnaire survey shows that college students have a high degree of participation in voluntary service, most of them have a strong sense of service, have the dedication to serve others, and can actively participate in social volunteer services. According to the survey, 1523 (77.19%) chose to "help others", 1380 (69.94%) chose to "contribute to society", 1118 (56.66%) chose to "exercise their ability", 934 (47.33%) chose to "make friends", and 530 (26.86%) chose to "improve their comprehensive test scores". It can be seen that the motivation of students to participate in voluntary service is diversified, and most of them have a good understanding of voluntary service, but few of them participate in voluntary service with utilitarian.
3.2.3 Single form of voluntary service

According to the survey results (Figure 3), among the volunteer activities that the respondents participated in, campus civilization accounted for 63.4%, increased social experience accounted for 7%, social welfare accounted for 27%, and others accounted for 2.6%. It can be seen from this that the form of voluntary service carried out by the school is single, mainly based on campus civilization, and there is no innovation in the organization and design of activity content and form, which greatly reduces the enthusiasm of students to participate in voluntary services.

As the voluntary service carried out by the school is relatively simple, and the attraction and appeal to students are not enough, it is difficult to stimulate students' enthusiasm to participate. In addition, students lack understanding of the spirit of voluntary service, which affects the effect of the activity. From this point of view, schools should enrich the types of voluntary services, carry out voluntary service activities in a variety of ways, and stimulate the enthusiasm of students to participate in voluntary services.

3.2.4 The publicity of voluntary service is not enough

In the era of big data, information transmission plays an increasingly important role in publicity. According to the survey, most students participate in voluntary service activities through community publicity, accounting for 73%, class notification accounting for 51.2%, online publicity accounting for 21%, and others accounting for 20.15%. It can be seen that the current channels for college students to participate in voluntary service activities are mainly through the notice of relevant voluntary organizations. Students have little knowledge of voluntary service activities and cannot timely understand voluntary service activities.

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4. Ways to improve college students' voluntary service and education

4.1 Vigorously publicize social services and improve college students' recognition of social services

Publicizing college students' voluntary service can take advantage of the development of information society in the new era and promote the spirit of voluntary service through multiple channels. The publicity of college students' voluntary service should also play the role of the network while spreading in books, journals, radio, television, etc. It has the advantages of rapid transmission, rich pictures and texts, audio and video compatibility, such as QQ, WeChat, microblog, etc. breaking through the constraints of time and space to spread. Through the use of modern information technology, we will increase publicity and enhance the effect of information dissemination. At the same time, we should strengthen the cultural construction of colleges and universities, create a good social volunteer service atmosphere, and strengthen social volunteer service education.

4.2 Strengthen organization and management, and promote the normalization of college students' voluntary service

Establish a volunteer service demonstration training
mechanism, encourage qualified regions to establish training bases, and invite college student volunteers from various universities to join in, so as to cultivate a group of talented volunteer backbone and volunteer service organization management talents for the society; State organs, mass organizations, enterprises and institutions, other social organizations and grass-roots mass autonomous organizations should actively support their own units and communities to join social volunteer service organizations, and constantly expand the volunteer team; Party and government leading cadres at all levels should give full play to their exemplary and leading role and participate in voluntary service activities after work; Advocate and encourage college students, civil servants, professional technicians, cadres and workers of enterprises and institutions, public figures, etc. to actively join volunteer service organizations and participate in volunteer service activities. Communist Party members and Communist Youth League members should take the lead; Guide volunteer service organizations to cultivate, attract and retain outstanding volunteers through standardized recruitment, scientific management and innovative services, so as to form the core competitiveness of volunteer service organizations.  

4.3 Strengthen volunteer training and improve service initiative.

College student volunteers are limited to cleaning up and cleaning the community in many aspects, which is far from meeting the needs of community residents. Therefore, they continue to increase training efforts to let volunteers participate in social volunteer services, learn professional skills, and spread the knowledge and experience they have learned to social volunteer service organizations in schools. They constantly improve the form of volunteer services from the needs of society, so that the service skills of volunteers can be improved.

4.4 Establish and improve the legal system for safeguarding rights and interests.

College students' voluntary service not only requires college students to maintain their enthusiasm and passion for voluntary service, but also requires a sound system guarantee. The legal construction of voluntary service is not only a fundamental way to protect the basic rights and interests of college students' volunteers, but also an inevitable requirement to standardize voluntary service activities and promote the development of voluntary service. In addition to the norms of formal laws and regulations, in order to encourage college students to actively participate in social volunteer service activities, it is necessary to formulate relevant volunteer service support policies and give them care for their lives and studies. Under the background of comprehensively governing the country according to law, we should strive to promote the construction of the legal system of social voluntary service, promote the healthy development of voluntary service, and provide legal rights and interests for volunteers.

4.5 Strengthen the supervision and evaluation of college student volunteers

First, we should attach importance to the internal self-evaluation of college students' social services, that is, taking volunteers as the leading role in the evaluation. The self-evaluation of college student volunteers in the form of the progress of voluntary service is conducive to improving the accuracy of the evaluation of voluntary service, promoting the effective development of voluntary service, enhancing the awareness and ability of self-evaluation, and improving the deficiencies in voluntary service activities in a timely manner. Second, we should strengthen the external evaluation of college students' voluntary services. The establishment of a multifaceted evaluation team of universities and volunteer organizations and the role of the organizer will help expand the incentive channels for volunteer services, improve the enthusiasm of college students' volunteers to participate in social services, and ensure the smooth development of volunteer services.

5. Conclusion

Under the background of the new era, the research on the construction and implementation path of college student volunteer social service series projects has important guiding significance for contemporary college student volunteer service. Only by following the pace of the times, researching, developing and innovating the social service work of college students in the new era with a scientific attitude and pragmatic spirit can we guide and promote the social voluntary service work to keep pace with the times, effectively improve the effect of voluntary service work, thus increasing the social responsibility of college students and promoting the comprehensive and healthy development of college students. The main research results of this paper are: Through the investigation and analysis of the current situation of students' voluntary service in SZ College, we have learned about contemporary college students' awareness of college students' voluntary service, motivation for participation, forms of voluntary service, publicity and influence, etc., and captured the current problems of college students' voluntary service. It points out the direction for more innovative and efficient organization and development of college students' social volunteer services in the future, and also provides solutions and measures for the existing problems of college students' volunteer services. This paper has a certain practical significance for the development and implementation of the series of projects of SZ College's college students' voluntary service to the society, and at the same time, it is expected to provide reference for other colleges with similar backgrounds and problems.

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