

Analysis and Countermeasure Research of College Students Participating in Voluntary Service

Yu Xia, Kaiwei Huang, Tianmei Hao*

Wenzhou Medical University, Wenzhou 325035, Zhejiang, China

**Author to whom correspondence should be addressed.*

Copyright: © 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: Volunteer service is not only an important way to help college students grow up, but also an important part of harmonious society. As the master of the future society, college students should actively participate in the volunteer service, which can promote its more comprehensive and long-term development, and greatly promote the growth of college students. In view of this, this article will analyze college students' participation in volunteer service, and put forward some strategies for your reference only.

Keywords: College students; Volunteer service; Analysis; Research

Online publication: April 29, 2025

1. Ways for college students to participate in volunteer service

1.1. The voluntary organization of college associations

Voluntary associations are generally voluntary service groups set up by college students. Colleges and universities should provide support to these voluntary organizations so that they can carry out more beneficial activities and provide more quality voluntary services for society^[1]. At present, college students' associations are important organizations for college students to expand the scope of making friends, improve their knowledge level and enrich their inner world. College students will have a strong cohesion in the associations. At the same time, college student associations have strong freedom and can attract more college students to participate in them. Volunteer service associations usually lead college students to carry out some short-term community volunteer service interactions. These activities can greatly enrich college students' campus life, let them try in different fields, and enable them to learn new knowledge and skills in practice.

1.2. Directly organized by the college Youth League Committee

College students' participation in volunteer service can also be directly organized by college Youth League committees. In daily life, college Youth League committees will also organize students to participate in some

voluntary services, such as scientific and technological innovation services, voluntary teaching services, services to respect the elderly and help the disabled, etc. These services can greatly deepen the social participation of colleges and universities, but also help students learn more knowledge and skills, help them form better emotions and improve their ideological level ^[2]. In addition, some Youth League committees will also use holidays to organize students to participate in some social practice activities, and guide them to use their spare time to go to the mountains, rural areas and other grass-roots volunteer services, so that students can better understand the national conditions, enhance their sense of social responsibility, but also to further develop students' problem-solving ability.

1.3. Cooperation and participation with social organizations

College students can also cooperate with social organizations to participate in volunteer service activities, which can also provide effective ways for college students to volunteer service activities. At present, there are more than 180,000 social volunteer service organizations in China, many of which have accumulated rich experience in volunteer service. College students can cooperate with these voluntary service organizations to take the initiative and actively participate in volunteer service ^[3]. At the same time, by cooperating with college students, these social volunteer service organizations can effectively solve their problem of manpower shortage, thus greatly improving their service effect. By cooperating with these social volunteer service organizations, college students can make more effective use of social resources, accumulate more volunteer service experience, and help them form stronger problem-solving abilities, which will greatly promote their long-term development.

1.4. Participation through online platforms

When college students participate in volunteer service, they can participate with the guidance of the network platform, which can help them find more content of volunteer service to broaden the efficiency and depth of college students' participation in volunteer service. Volunteer service platform can try to combine Internet technology to build a volunteer service platform to deepen and comprehensively narrow the relationship between service subjects and audiences ^[4]. College students can learn about the content and objectives of volunteer service by combining with the network platform, and choose whether to participate in volunteer service according to their actual situation. Volunteer service organizers can also select suitable participants based on college students' registration materials, majors, specialties and other contents, which can greatly improve the effect of volunteer service.

1.5. Participate in government-led games

College students can also participate in some government-led competitions, through which they can show their style, thus laying a solid foundation for participating in voluntary service later. For college students, activities organized by the government have more participants and more formal content, which allows them to better show themselves ^[5]. In addition, college students participating in the volunteer service of the games organized by the government can get in touch with talents from different regions and backgrounds, which can expand the scope of students' communication to a certain extent, enhance their understanding of the society, and greatly promote their participation in volunteer service in the future.

1.6. Special action plans

At present, China has held many special action plans at all levels, which provide effective platforms for college

students to participate in voluntary service. For example, the Western Plan, the Red Special Practice, etc., these plans have clear service content, service location and service duration, and the government provides funding, technology and policy support. College students can receive pre-job training before participating in volunteer service, which can help them master more professional knowledge and skills, and greatly promote their participation in volunteer service ^[6]. Through participating in volunteer service, college students can better understand the development needs of society and the country, which is of great significance for them to form a stronger spirit of risk and social responsibility. Moreover, by participating in special activities, college students can gain a lot of valuable experience, which is of great significance for them to better plan their career development later.

2. Problems of college students' participation in volunteer service

2.1. Insufficient publicity and promotion

At this stage, although many governments and universities have attached importance to college students' participation in voluntary service, there are still many deficiencies in the actual publicity activities, which will have a great impact on the effect of college students' participation in voluntary service. In actual work, many colleges and universities do not promote college students' participation in volunteer services enough. They pay more attention to students' knowledge exploration and skills mastery, and lack of cognition of students' participation in volunteer services, which will lead to limited publicity efforts ^[7]. In addition, some local volunteer service groups pay more attention to the publicity at the social level while ignoring the publicity at the university level, which will also have a negative impact on the initiative of college students to participate in volunteer service.

2.2. Lack of innovation in organizing activities

China's Communist Youth League has organized college students to participate in volunteer service for many years, and each organization has gradually formed a certain scale and habit, and even some organizations have created their own brand of volunteer service, such as the Western Plan and Care Action. However, the awareness of innovation in these organizations is relatively weak, which leads to a limited innovation level of college students' participation in volunteer service. In the actual work, the content of volunteer services that students participate in is much the same, and there is a great homogeneity ^[8]. For example, during the summer vacation, many colleges and universities will organize students to participate in volunteer teaching projects, and some universities will even send hundreds of volunteer service teams during the summer vacation. However, in the context of social development, the content of volunteer service should be more extensive, and colleges and universities should attach importance to the exploration of volunteer service content.

2.3. Lack of guidance in college and university associations

The main way for college students to participate in volunteer service is through the guidance of the student union or the association, and then helps students understand the activity information. However, many college students do not spend enough time in volunteer service, which indicates that volunteer service organized by associations is hardly attractive to students. This also shows that there are still certain deficiencies in the organization of volunteer service in colleges and universities ^[9]. Due to the lack of guiding power of colleges and universities, students rarely have a deeper understanding of volunteer service, which leads to the situation that students participate in volunteer service too freely and loosely, which will greatly hinder the follow-up work.

3. Countermeasures and suggestions for college students to participate in volunteer service

3.1. Do a good job of top-level design and introduce advanced ideas

In order to further improve the level and quality of college students' participation in voluntary service activities, colleges and universities must start with top-level design to ensure that advanced ideas and concepts can provide adequate guidance and support for students. Such an approach will lay a solid foundation for the smooth progress of the follow-up work ^[10]. Therefore, universities need to strengthen the leading role of the Party committee, especially in the field of education, to ensure that its value is fully reflected and played. Relevant departments of colleges and universities should also pay enough attention to volunteer service and make clear its important value to students' personal development to motivate and attract more students to actively participate in volunteer service activities. In addition, at the level of policies and systems, colleges and universities should provide necessary guarantees and support for college students, and carefully design and plan according to relevant documents and requirements to ensure that more high-quality concepts and thoughts are integrated into college students' volunteer service activities. This can not only significantly improve college students' comprehensive ability in volunteer service, but also help them cultivate stronger practical operation ability and social responsibility, thus laying a solid foundation for their long-term development ^[11]. By organizing and guiding students to actively participate in volunteer service, colleges and universities can effectively promote them to form a more comprehensive ability, including stronger practical ability, a deeper sense of social responsibility, and a more comprehensive personal quality, and provide strong support and help for their future development.

3.2. Do a good job of resource integration to form characteristics and brands

When organizing college students to participate in volunteer service, colleges and universities should do a good job in resource integration, especially in cooperation with government agencies such as financial departments and civil affairs departments, to provide a good material foundation for students to participate in social volunteer service. This includes not only financial support, but also necessary facilities and equipment. At the same time, the government can also provide venues and quality products for some voluntary service events and conferences, to attract more students to participate in the events and conferences. In this way, the initiative and enthusiasm of college students can be stimulated ^[12]. In addition, we should attach importance to the integration and utilization of social resources. Colleges and universities can cooperate with some caring enterprises to provide social resources to those in need through college students, which can greatly improve the effect of college students' volunteer service and make resources be used more rationally. Colleges and universities can provide a talent resource pool for students, provide knowledge and theoretical guidance for students' volunteer service, enhance the depth of students' participation, and help them form better quality. In addition, colleges and universities should combine the actual situation to create local brand characteristics, so that students' participation in volunteer services can become a landscape and have a greater influence on other students. Through such efforts, students' understanding of society and sense of responsibility can be promoted, while at the same time enhancing the connotation and influence of campus culture.

3.3. Strengthen publicity and incentives to enhance the influence of volunteer service

In order to inspire and encourage more students to actively participate in volunteer service, colleges and universities can take a series of publicity and incentive measures. Colleges and universities should widely disseminate information about volunteer services to students through various channels and means, such as

publicity boards, posters, micro-blogs, WeChat public accounts, etc., so that students can fully understand the content and significance of these activities. Through such publicity, colleges and universities can not only increase students' participation but also significantly enhance their sense of accomplishment and social responsibility. After participating in volunteering activities, students can share their experiences and gains with more people by writing their thoughts and sharing the results, thus creating a positive and energetic volunteering atmosphere on campus^[13].

In addition, colleges and universities can also hold regular commendation conferences to commend and reward students who have outstanding performance in volunteer service, to establish and promote a good spirit of volunteer service. By organizing cultural performances and social practice activities, colleges and universities can further guide students to form correct concepts and behavior patterns of volunteer service. At the same time, universities should work out a set of sound incentive mechanisms according to the actual situation to continuously enhance the appeal and influence of volunteer service among college students^[14]. For those students who actively participate in volunteer services and perform well, universities may consider giving them special privileges, such as giving them priority to join party organizations, or providing certain policy support and preferential conditions for their future employment and entrepreneurship. Through these measures, universities can attract more students to volunteer services, help them better realize their self-worth in the process, and cultivate more outstanding young people with social responsibility and dedication to society^[15].

4. Conclusion:

To sum up, in order to further improve the effectiveness of college students' participation in voluntary service activities, government departments and universities can do a good job in top-level design and introduce advanced ideas; Do a good job in resource integration to form characteristics and brands; Strengthen publicity and incentives to enhance the influence of volunteer services; Innovate the form and content of activities, explore activities that meet the characteristics of The Times and other aspects of analysis to virtually promote the quality of college students' participation in volunteer service to a new height.

Funding

2024 Annual Pre-Approved Research Projects of Wenzhou Youth Development Research Center, "Research on the Sustainable Mechanism of Volunteer Services for Large-scale Events and Conferences: A Case Study of the World Young Scientist Summit" (Project No.: 24QN01T)

Disclosure statement

The authors declare no conflict of interest.

References

- [1] Zhang W, 2019, Volunteer Service Field of College Students and Its Educating Function. *Journal of Universities of Chinese Academy of Social Sciences*, 44(10): 5–22 + 160 + 165.
- [2] Zhang Y, 2019, Research on the Construction and Innovation Path of Practical Education System Under the Model

- of College Students' Volunteer Service. *Industry and Technology Forum*, 23(24): 268–270.
- [3] Li M, 2024, Volunteer Service: The “Mobile Classroom” of College Students' Patriotic Education. *Journal of Hunan University of Finance and Economics*, 40(6): 110–117.
 - [4] Zheng J, 2024, Research on the Branding Strategy of College Students' Community Volunteer Service in the New Era. *Society and Public Welfare*, (12): 74–76.
 - [5] Wang Y, Zhu L, 2024, Exploration on the Construction of Normalization Path for College Students' Volunteer Service. *Journal of Taiyuan City Vocational and Technical College*, 2024(11): 113–115.
 - [6] Ma X, Wu Y, 2024, The Status Quo of College Students' Voluntary Service Spirit Education and Its Improvement Path. *Scientific Consultation (Science and Technology · Management)*, 2024(11): 88–91.
 - [7] Guo P, Yu J, 2024, Innovation and Improvement of College Students' Voluntary Service System in the New Era. *Industry and Science and Technology Forum*, 23(21): 270–272.
 - [8] Yan H, 2024, Research on Problems and Countermeasures of College Students' Voluntary Service From the Perspective of “Five Education”. *Beijing Education (Moral Education)*, 2024(10): 63–65.
 - [9] Li Z, Xu K, 2019, Analysis on Marketing Initiatives of University Students' Volunteer Service. *Market Weekly*, 37(30): 111–114.
 - [10] Zhou Q, Liu X, Zhou X, 2024, A Study on College Students' Volunteer Service Activities and Their Identification and Shaping of Socialist Core Values. *Anhui Science and Technology Journal*, 2024-10-18(15).
 - [11] Chen S, Qiu Z, 2019, Research on College Students' Community Correction Volunteer Service – Based on the Practice of “Blue Sun” Community Correction Volunteer Service Team. *Guangxi Youth Development Research*, 34(5): 51–57.
 - [12] Chen J, Luo G, Wen B, et al., 2024, Exploration on Interaction Mechanism Between Volunteer Service and Medical Ethics Education of College Students of Traditional Chinese Medicine. *Hunan Journal of Traditional Chinese Medicine*, 40(9): 107–110.
 - [13] Fang M, Hu S, 2019, Analysis of Influencing Factors of Sichuan College Students' Participation in Rural Tourism Volunteer Service Under the Background of Rural Revitalization. *Journal of Leshan Normal University*, 39(8): 66–74 + 123.
 - [14] Liang X, 2024, Research on the Principle and Path of Integrating the Spirit of Volunteer Service Into the Ideological and Political Education of College Students in the New Period. *Economist*, 2024(8): 179–180.
 - [15] Zhou Y, Fan Y, Cai R, 2024, A Practical Study on the Deep Integration of College Students' Volunteer Service and Labor Education. *Reform and Opening Up*, 2024(14): 39–45.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.