

# Research on the Implementation Path of the Education Function of Volunteer Service: Taking the Voluntary Public Welfare Associations of Guizhou University of Commerce as an Example

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**Abstract:** *In response to the practical requirements for the comprehensive development of college students' qualities such as volunteer service promotion, volunteer service practice, and volunteer service management, this paper explores the situation of volunteer service carried out by voluntary public welfare associations at Guizhou University of Commerce. To address the problems of one-sided understanding of volunteer subject services, incomplete management mechanism construction, lagging professional volunteer platforms and team building, and ineffective organization and supervision of service practice, innovative paths are proposed to deepen institutional construction and education, optimize volunteer project design and practice, strengthen organizational supervision and evaluation, and improve the quality of community activities and education carried out through volunteer service.*

**Keywords:** Voluntary public welfare associations, Volunteer service, Practical education, Implementation Path.

## 1. INTRODUCTION

In recent years, the voluntary public welfare associations in Guizhou University of Commerce have actively carried out voluntary public welfare services. Since 2015, the university has continuously developed and strengthened the volunteer service team and built a new model of "Associations + Social Charity Organization" cooperation in volunteer service. Therefore, guided by the socialist core values, Guizhou University of Commerce has created a professional and branded volunteer service team, and organized the "First Classroom" education and "Second Classroom" practice of volunteer service. Activity, Experiencing and cultivating students' political beliefs, team consciousness, and dedication spirit can help promote the achievement of the talent cultivation goal of "Three-Pronged Comprehensive Education" in university volunteer services.

## 2. THE ORGANIZATION AND SIGNIFICANCE OF VOLUNTARY PUBLIC WELFARE ASSOCIATIONS IN GUIZHOU UNIVERSITY OF COMMERCE

### 2.1 The Organization of Voluntary Public Welfare Associations in Guizhou University of Commerce

Guizhou University of Commerce has established volunteer public welfare associations such as the Youth Volunteer Association, YingGuang Public Welfare Association, and Environmental Protection Association. Since the establishment of these associations, they have continuously recruited young volunteers in the university and organized students to participate in voluntary public welfare activities inside and outside the school. In May 2023, the YingGuang Public Welfare Association of Guizhou University of Commerce, together with the Guizhou Provincial Red Cross Volunteer Service Federation, will go to Guiyang Guanshan Lake Park to hold volunteer service activities such as "5.8 Humanitarian Public Welfare Day", "Walk Together, Donate Together", etc. The members of the YingGuang Public Welfare Association will carry out special charity publicity activities simultaneously through the Internet platform and offline channels, including organizing donations for medical emergency rescue, public medical aid, and life education projects, and driving tens of thousands of people to actively participate in public welfare volunteer activities through sports donations, love donations, etc., to enhance students' sense of responsibility and sense of mission. In 2024, the voluntary public welfare associations of Guizhou Business University carried out about 80 volunteer service activities with more than 7500 volunteers. The types of voluntary service include competition voluntary service, community service, rural teaching,

environmental protection, legal knowledge propaganda, etc. The cumulative time of volunteer service exceeded 46700 hours.

## **2.2 The Significance of Carrying Out Practical Activities for Voluntary Public Welfare Associations in Guizhou University of Commerce**

(1) Practice the educational requirements of "foster virtue through education" through volunteer service. The root of educating people lies in establishing morality, voluntary public welfare associations are an important part of the organization of volunteer teams in colleges and universities. The team volunteer service is led by voluntary public welfare associations in colleges and universities, through practical actions such as community service, caring for the elderly, and accompanying children, to cultivate the social responsibility, patriotism, hard work, and dedication of college student volunteers [1].

(2) Enhance the participation awareness and practical ability of college students in volunteer service. Organizing college student volunteers to carry out a series of volunteer service activities, such as street arrangement, community assistance, anti-fraud law propaganda, environmental protection propaganda, etc., can shape the political concept and moral character of college students in the process of specific service practice and service supervision, enhance the social service consciousness, practical ability and empathy of student volunteers, and promote the development and progress of social volunteer service.

## **3. SHORTCOMINGS OF THE EDUCATION FUNCTION OF VOLUNTARY PUBLIC WELFARE ASSOCIATIONS IN GUIZHOU UNIVERSITY OF COMMERCE IN PRACTICE**

### **3.1 The Ideological and Political Guidance of Volunteer Service Education is Not Deep Enough, and Students' Cognition of Volunteer Service is One-sided.**

The key to organizing diverse volunteer service activities in universities and colleges lies in guiding the political and ideological values of students. However, at present, in the organization and implementation of the daily work of voluntary public welfare associations, they focus more on the task of completing the practice of volunteering, neglecting the deep-rooted value guidance for college students' volunteers, which leads to a utilitarian tendency of some college students' cognition of participating in volunteering and motivation for volunteering[2].

According to a questionnaire survey conducted by the author on volunteers from the YingGuang Public Welfare Association, Environmental Protection Association, and Youth Volunteer Association at Guizhou University of Commerce, most students in associations believe that they have deeply understood the concepts of "selfless dedication, hard work, solidarity and mutual assistance, and the courage to take responsibility" in their daily ideological and political education. However, some students pointed out that they did not take a "voluntary and unpaid" attitude toward volunteering. They participate in volunteer service to complete the tasks issued by the organization of voluntary activities to obtain volunteer service certification certificates and score points. As a result, the form of some volunteer service activities is greater than the substance, and there is a phenomenon of emphasizing "quantity" over "quality".

### **3.2 The Construction of Incentive and Management Mechanisms for Volunteer Service Education Needs to be Improved**

Nowadays, the management of volunteer service organizations led by the Youth League Committee of Universities and the volunteer management department usually formulate a standardized system around the project planning of volunteer service, training of volunteers, and certification of activity hours, etc., to constrain the responsibility and authority of the personnel of each volunteer service group (student organization), volunteer public welfare student associations, and college student volunteers, etc., and provide guidance and supervision of the volunteer service practice of different groups of students, and supervision. [3] However, on the whole, the following problems still exist in the management mechanism of volunteer service at Guizhou University of Commerce:

First, the theory and practical combination of the volunteer service education system is not high, part of the system is set too broad, more from the volunteer service project planning, association activity management, cultural propaganda "macro" perspective, defining the scope of activities of voluntary public welfare associations, setting

a minimum number of volunteer hours (20 hours) for a student in a single academic year, etc., but in the face of different types of volunteer activities, how to allocate service tasks, how to define the duties and responsibilities of volunteers, how to complete the volunteering assessment, but did not give a detailed system close to the actual social volunteer content. Secondly, the volunteer service incentive system mainly focuses on tangible incentives such as issuing certificates for volunteers, evaluating merits and prizes, and material rewards, and lack of spiritual and cultural incentive management for association volunteers, which is not conducive to the cultivation of the spirit of dedication of volunteers and promoting the healthy development of the quality of volunteer services in the long run.

### **3.3 The Construction and Training of Specialized Volunteer Service Platforms and volunteer Service Teams are Lagging Behind**

The construction and development of voluntary public welfare associations at Guizhou University of Commerce have independence, that is, different associations form teams and connect service platforms based on their own attributes and volunteer service directions, and organize student volunteers to participate in specialized volunteer service training before carrying out community assistance, emergency rescue, environmental protection publicity, and other volunteer activities. Subsequently, social practice is carried out according to different volunteer service project plans. However, at present, voluntary public welfare associations in universities and colleges have not yet formed a professional brand of volunteer service.

Compared to student organizations such as the Youth Volunteer Federation, the branding and operation level of voluntary public welfare associations such as the Youth Volunteer Association, YingGuang Public Welfare Association, and Environmental Protection Association established by Guizhou University of Commerce is not high. They lack unified team uniforms such as clothing, shoes, and badges, as well as cohesive volunteer service slogans. Simply displaying the association's flag and logo after the volunteer activity is over makes it difficult to promote standardization and normalization of volunteer service education. In addition, with the replacement of old and new students, voluntary public welfare associations need to regularly carry out recruitment work, which makes the replacement and loss frequency of volunteers in associations too high (the annual replacement rate is about 30%). In this reality, even if volunteers are organized to carry out service awareness and professional skills training, it is difficult to ensure that the volunteers' willingness to participate and the value of their services are fully promoted.

### **3.4 The Organization's Practice, Supervision, and Evaluation of Volunteer Service Projects are Not in Place**

When planning volunteer service projects centered on grassroots community service, voluntary public welfare associations lack innovation in project content planning and form organization, which is one of the important problems facing current volunteer service education. The content of the community elderly care and assistance project is out of touch with actual needs. After volunteers enter the community, they mostly carry out volunteer activities such as delivering grain and oil and cleaning garbage, which is nothing new and occupies the work of other workers. At the same time, due to the limitations of their rights and responsibilities, Volunteer and student association management departments are prone to inadequate implementation of supervision responsibilities, and insufficient assessment of the participation of volunteers in social practice, which also greatly restricts the objectivity and professionalism of volunteer service education in universities and colleges.

## **4. THE IMPLEMENTATION PATH OF THE EDUCATION FUNCTION OF UNIVERSITY VOLUNTEER SERVICE IN THE NEW ERA: TAKING THE VOLUNTARY PUBLIC WELFARE ASSOCIATIONS OF GUIZHOU UNIVERSITY OF COMMERCE AS AN EXAMPLE**

### **4.1 Constructing a Sound Ideological and Political Guidance Concept and Deepening Student Volunteer Service Education**

Faced with the phenomenon of "passive" volunteer service among some students in the voluntary public welfare associations of Guizhou University of Commerce. Firstly, we should start from the perspective of ideological and political education, and rely on portal websites, Weibo, WeChat, news clients, and campus radio stations to educate the majority of volunteers on the connotation, culture, and spirit of volunteer service. At the same time, the spiritual connotation of "dedication, friendship, mutual help and progress" of volunteer service is integrated into ideological

and political theory learning, and volunteer service deeds, volunteer pictures, volunteer videos, and volunteer experiences are disseminated through "online and offline" multi-channels to strengthen the campus voluntary cultural atmosphere construction.

Secondly, volunteer service activities will be organized at the university level, dividing student volunteers from different subjects and student associations into multiple groups. Provide them with practical opportunities to edit and produce volunteer posters and volunteer propaganda videos in turn, and let them participate in the experiential learning of volunteer service theory and volunteer service spirit in the "second classroom", to exert the educational function of volunteer service practice.

#### **4.2 Establishing a Scientifically Reasonable Incentive Mechanism and Management Mechanism of Volunteer Service Education**

Guided by a series of policy documents on the management of volunteerism issued by the State, focusing on the whole process of volunteer service project planning, volunteer professional training, and volunteer service activity implementation, formulate a scientific and detailed incentive system and long-term management system for volunteer service education, including the establishment of macro-level volunteer activity planning and coordination system, micro-level volunteer responsibility and authority allocation and assessment system, and volunteer incentive system [5].

Based on the actual work content and complexity level of different volunteer service projects, the Youth League Committee of universities, Youth Volunteer Federation, and volunteer public welfare associations will take the lead in jointly setting up the mechanism for selecting projects, assigning responsibilities, and supervising work for college student volunteer services is jointly formulated, allocate appropriate and reasonable work tasks to volunteers, and pay attention to the regular inspection and coordination of volunteer services. Then, the main tangible incentive system based on material financial support and performance bonus points will be reduced, and more intangible incentive mechanisms will be added to encourage volunteers' psychology and spirit, such as selecting the "most beautiful volunteer" in universities, organizing speeches on the deeds of "excellent volunteers", and other series of activities. By establishing an intangible incentive system to enhance the initiative of students of voluntary public welfare associations to participate in volunteering and to improve their volunteering ability.

#### **4.3 Build a Specialized Volunteer Service Platform and Focus on Training Specialized Volunteer Teams**

To enhance the effectiveness of volunteer service and education practices in universities, the Youth Volunteer Association, YingGuang Public Welfare Association, Environmental Protection Association, and other associations at Guizhou University of Commerce should work together with public welfare institutions to build a diversified cooperative volunteer service platform, providing unified standard volunteer service skills training for university students, aiming to promote the quality of volunteer service education and increase their willingness to volunteer.

Firstly, to enhance the service awareness and team cohesion of internal members of voluntary public welfare associations, it is necessary to create a highly standardized volunteer service brand, redesign the original VI (Visual Identity) elements such as the flag, logo, slogan, etc., and rely on VI elements to design and produce unified clothing such as hats, clothes, shoes, badges, etc., deepening the team identity of the volunteers [6]. Secondly, we will create a "one-stop" online volunteer service management platform, guiding volunteers from associations to log in to the website to complete volunteer registration on the China Volunteer Service Network, volunteer activity registration, and volunteer knowledge and skills learning. Introducing teachers with rich practical experience to provide volunteers with professional volunteer theoretical knowledge, volunteer project operation guidance, and matching volunteers with volunteer teams and carrying out volunteer service practice according to their abilities can effectively avoid the problem of declining service quality due to the replacement and loss of volunteers of associations, and enhance the effectiveness of student associations' professional volunteer service in educating student.

#### **4.4 Optimize the Practice Model, Supervision and Evaluation Mode of Volunteer Service Education**

In the implementation of social volunteer services, the voluntary public welfare associations of Guizhou University of Commerce should abandon single and repetitive activities, and organize volunteers to carry out innovative

practical activities such as helping the elderly in the community, popularizing science and technology and intangible cultural heritage culture in rural schools, protecting the wetland environment, and publicizing emergency rescue knowledge, which not only stimulates the willingness and enthusiasm of student volunteers to participate in service, but also avoids homogenization of activities.

In addition, in the process of carrying out volunteer practice, it is necessary to carry out practical assessment and evaluation of volunteers, deepen the supervision and evaluation of the whole process of students' participation in volunteer service in voluntary public welfare associations, and encourage student volunteers to internalize the learning of volunteer spirit in their hearts and externalize it in their actions, ensuring the quality of volunteer service education.

## 5. EPILOGUE

In summary, in the new era, college students should go deep into local schools, communities, and society to carry out volunteer services. This is not only an important way to promote the organic integration of students' theoretical learning and social practice, but also an important way to enhance students' political awareness and cultural literacy. It is also an important way to promote the education of "foster virtue through education" in universities. Therefore, constructing policy incentive systems, material and spiritual incentive mechanisms centered on volunteers in the management system of voluntary public welfare associations, organizing professional volunteer service training, and enriching the social practice experience of student volunteers, can fully leverage the social service value of volunteer service activities and achieve the goal of volunteer service education.

### Project Name:

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