

SERVICE BEYOND SELF: A COMPREHENSIVE STUDY ON THE INFLUENCE OF VOLUNTEERISM IN HIGHER EDUCATION – A SHENZHEN UNIVERSITY PERSPECTIVE

¹Mei Ling Zhang and Jian Wei Liu²

¹School of Art and Design, Shenzhen Polytechnic, Shenzhen, Guangdong, China

²School of Finance and Accounting, Henan University of Animal Husbandry and Economy, Zhengzhou, Henan, China

Abstract: Volunteering in higher education institutions plays a pivotal role in fostering students' values, character development, and active engagement in societal progress. Shenzhen, as the pioneer city in China to establish a "City of Volunteers" in 2011, initiated the concept of "Volunteer Campuses" within local institutions. Through effective institutional oversight, brand development, and infrastructure enhancement, universities have integrated volunteer service into their campus culture, profoundly impacting young minds and contributing to the cultivation of a culture of volunteerism and character development.

Engaging in volunteer activities within higher education institutions has a profound impact on students' principles and worldviews. Firstly, it instills a sense of social responsibility and dedication in students, as they directly witness society's challenges and difficulties. This firsthand experience fosters empathy and compassion towards marginalized communities, motivating students to reflect on issues of social justice and equity, thereby nurturing their willingness to actively assume societal responsibilities.

Secondly, volunteer service provides students with a practical platform to translate their principles and beliefs into tangible actions. Theoretical knowledge acquired in the classroom gains real-world application through experiential learning. By actively participating in volunteer service initiatives, students have the opportunity to implement their principles and convictions in concrete ways, fostering a deepened sense of commitment and accomplishment derived from serving others.

Keywords: Volunteering, Higher Education Institutions, Character Development, Social Responsibility, Experiential Learning.

Introduction

Volunteering in higher education institutions is an important component of practical education since it fosters students' values, beliefs, holistic development, and active participation in society development. Shenzhen was the first city in China to propose the establishment of a "City of Volunteers" in 2011, and local institutions responded by actively promoting the notion of "Volunteer Campuses." Through institutional supervision, brand creation, and infrastructure development, these universities have built a complete framework for volunteer service, incorporating it into campus culture. This effort not only instills the sense of volunteerism in young pupils, but it also serves as an important instrument for cultivating a culture of volunteerism and character development.

Volunteering in higher education institutions helps to educate university students' principles and views^[2]. For starters, voluntary service activity can instill a sense of social duty and dedication among university students. Students can personally experience society's difficulties and challenges by participating in voluntary service activities, which increases their empathy and compassion for marginalized groups. This firsthand experience motivates students to reflect on social justice and fairness, developing their willingness to actively shoulder social

responsibility and contribute to society^[8]. Second, volunteer service activity offers students with a realistic platform for putting their principles and convictions into action. Theoretical knowledge gained in the classroom can only be fully grasped and implemented via experience. Volunteer service activities allow students to engage in practical initiatives while using their own principles and views in real-world actions^[6]. Students can feel the excitement and sense of accomplishment that comes from serving others by actively participating in voluntary service work, which helps to strengthen their principles and beliefs^[1].

University volunteer service allows universities to serve society while also engaging university students in social development. Firstly, university volunteer service is a vital way for institutions to give back to the community. The resources of universities can be matched with societal requirements to give various services and assistance to the community by arranging students to participate in voluntary service activities^[14]. University volunteer service uses the professional expertise and social influence of universities to make positive contributions to social development, whether it is providing education, healthcare, and environmental protection services to community residents or participating in charity events and social projects. Second, university volunteerism fosters students' feeling of social duty and civic consciousness^[12]. Volunteer service activities can help students get an in-depth understanding of social concerns and the plight of marginalized groups, sparking reflections on social fairness and justice and instilling a feeling of social responsibility in students^[16]. Students learn to care about others, pay attention to society, and build healthy attitudes and behavioral patterns by serving others. Finally, university volunteer service helps students improve their employability and personal development. Volunteering enhances students' portfolios and social experiences by demonstrating their social engagement talents and teamwork spirit, giving them a competitive edge in future job applications^[1]. Simultaneously, through voluntary service, students can engage with professionals from other fields, broaden their network, and receive insights into their career planning and development^[13].

1. Exploration of Volunteer Service Practice - A Case Study of a University in Shenzhen.

The volunteer work at a certain university in Shenzhen has established a "Ten-fold" mechanism for volunteer service, which includes institutional leadership, branding, infrastructure development, digital management, curriculum integration, modular training, professional development, media promotion, scientific incentives, and humane support. The university has achieved a 100% registration rate, with an average of 18 hours of volunteer service per person. There are 189 branded projects, 145 volunteer service bases. The spirit of volunteering has become an intrinsic quality of the university's young students, and volunteer activities can be observed throughout the campus and outside of campus.

The school's volunteer service organizational system has been formed with a "School-College-Class" structure. This includes the establishment of a volunteer service center at the school level and the establishment of Volunteer Service Guidance Centers in each college. Additionally, documents such as the "Management Measures for Volunteer Service" have been successively introduced to provide institutional support and assurance.

Efforts are made to ensure effective volunteer recruitment and training. At the beginning of the freshman year, recruitment activities are conducted at the class level, where the history, mechanisms, concepts, practices, and achievements of volunteer work are promoted to attract a wide range of students to join the volunteer service organizations. Five specialized training courses on "Volunteer Service Philosophy and Practice" are conducted for all volunteers throughout the school. These courses cover topics such as the philosophy and mindset of volunteer service, volunteer service etiquette, volunteer service psychology, team building, and medical first aid, further strengthening volunteers' proactive awareness and practical skills in engaging in volunteer service. Pre-service training is organized before each activity to familiarize volunteers with the specific requirements of each project.

To achieve digital management of volunteer service, the establishment of a "Digital Volunteer Service System" is recommended. Online functions include volunteer application, volunteer activity application, volunteer activity reporting, volunteer training, credit exchange, and printing of volunteer service certificates. An electronic volunteer certificate is created for each student, and collaboration with government agencies enables the electronic volunteer certificate to provide functions such as identity recognition, volunteer service timekeeping, training records, information retrieval, and informative response. Additionally, free insurance coverage is provided for volunteers during their volunteer service period in the Shenzhen area.

Incentive systems should be established to fully motivate volunteers. This includes incorporating volunteer service into the mandatory course "Social Practice" and printing volunteer service certificates for graduating registered volunteers. The certificates include the student's name, college, registration time, service hours, and other relevant information. They are mainly used for students pursuing further studies abroad or for employment purposes. Additionally, annual evaluations are conducted for volunteer service to recognize outstanding volunteers, excellent service bases, exemplary projects, and on-campus volunteer service initiatives, among others.

Activity platforms play a vital role in promoting volunteer work. To establish exemplary models and promote volunteer work, the school has established a special fund for volunteer services. Each year, a group of volunteer service brand projects is funded through expert evaluations, promoting the branding, establishment of service bases, and professional development of volunteer service activities. Examples include educational assistance volunteer service, volunteer service for children with autism, and volunteer service for nursing homes, among others. Within the campus, efforts are made to promote the construction of a campus volunteer culture and create a campus atmosphere conducive to volunteerism. Four major categories of campus volunteer service projects have been formed: civilized transportation, energy conservation, and environmental protection, public welfare service, and love transmission. Examples include campaigns against food waste, automobile maintenance, and punctuality and discipline initiatives.

The university has also created a learning and communication mechanism by conducting themed class meetings where each volunteer organization organizes volunteer service-themed class meetings. Through these meetings, the progress and thoughts of volunteers can be timely understood, addressing their questions and providing opportunities for mutual learning and exchange among volunteers. Another approach is to organize sharing sessions, where volunteers can share their experiences and feelings, enhancing team cohesion and improving the effectiveness and unity of volunteer work.

It is important to create impactful volunteer service activities. National and large-scale exhibitions and events in Shenzhen often receive extensive media coverage and social attention. By participating in these activities through volunteer service work, the reach of volunteer service activities can be expanded, increasing exposure and raising awareness about the importance of volunteer service, and encouraging more people to get involved. Participating in these activities also allows volunteers to enhance their professional skills and continuously learn and grow. Examples of such activities include organizing volunteer services for international marathons, volunteering during the Spring Festival travel rush, and participating in national public welfare and charity project exchange exhibitions.

2. Strategies for Advancing and Optimizing University Volunteer Service Work

2.1 *It is necessary for universities to establish a volunteer service system*

For the purpose of coordinating, supervising, and managing volunteer service projects, universities should create a special department or organization. A structure of cooperative cooperation should be established between this entity and other pertinent departments within the institution through close partnerships, unambiguous delegation of authority, and defined responsibilities. Furthermore, by creating specific growth plans and targets, volunteer

service activity can receive long-term supervision and support, enabling the successful execution of numerous programs^[17].

Universities must establish a set of rules and policies that detail the volunteer service organization procedures, eligibility requirements, service scope, and management procedures^[7]. When creating these rules and regulations, it is important to analyze all applicable state and federal laws, regulations, and policies. It is also important to take into account the unique circumstances of the university and make any necessary modifications and changes. The wise adoption of such rules and regulations will contribute to the standardization of volunteer labor and improve the caliber and efficacy of services delivered^[15].

It is essential to improve cooperation and cross-departmental collaboration. To create a strong synergy in their work, relevant university departments should improve communication and collaboration^[5]. To combine volunteer work with curriculum teaching, social practices, and other university activities, for instance, the student affairs department can forge strong ties with academic departments and social practice departments. Sharing and complementarity of resources are made possible by this integration^[13].

For volunteer service projects in universities, it's critical to establish a scientific assessment mechanism. A consistent evaluation and feedback process should be used for volunteer service. Issues can be found, experiences can be summed up, and adjustments can be made to improve the caliber and level of service through the evaluation of volunteer service activity. Establishing a reliable feedback method also motivates volunteers and recipients to offer ideas and input, resulting in ongoing development and refinement of the volunteer service job^{[13] [15]}.

2.2 Establishing a volunteer service evaluation and incentive system

Universities should create a thorough and scientific system of evaluation indicators to evaluate voluntary service activities from a variety of angles. These metrics may include the quantity of volunteers, the scope of service initiatives, the consistency of volunteer hours, and impartial assessments of service quality. The assessment indicators may also take into account the personal growth and development of the students, for example, by evaluating how volunteer work affects the students' sense of accomplishment. The effectiveness and quality of volunteer service activity can be objectively evaluated using a thorough evaluation indicator system, giving a foundation for improving the work^{[9] [3]}.

Avoiding arbitrary and subjective judgements, the evaluation system should ensure fairness, justice, and transparency. In order to conduct a thorough evaluation, a variety of evaluation techniques, including questionnaires, expert reviews, on-site inspections, etc., can be used. Assessing volunteers' personal growth and development, including their improvement in collaboration, leadership abilities, and feeling of social responsibility, should also be a priority. Students can be inspired to actively engage in volunteer work through a fair and reasonable evaluation process, and their contributions can be acknowledged and rewarded [9] [3].

Based on the contributions and performance of the volunteers, the incentive system should establish different tiers of incentives. To recognize and reward exceptional volunteers, rewards can take the form of honorary titles, award certificates, and credit recognition. Additionally, opportunities for learning and development should be offered, such as setting up special lectures and training sessions, to advance the expertise of volunteers. In order to provide volunteers with chances for internships and employment that will aid in their personal growth and career planning, collaboration with enterprises, social groups, and other entities can be strengthened. Students' passion for participation in voluntary work can be stoked through a multi-level reward scheme, increasing their commitment and the caliber of their work^[4].

2.3 Building a multi-content volunteer service platform

To create a multi-content volunteer service platform, we have used the following tactics: creating a unified brand image for volunteer service, including cultural icons, slogans, etc., to improve its reputation both on and off campus; giving volunteers expert training and direction to equip them with the necessary knowledge, abilities,

and qualities; working with relevant disciplines and research institutions to conduct research and innovation. The facilities and resources needed to enable the operation of volunteer service initiatives can be found at these bases. They can also act as forums for cooperation between volunteer groups, academic institutions, and social organizations, encouraging resource sharing and cooperative growth. They can also act as forums for cooperation between volunteer groups, academic institutions, and social organizations, encouraging resource sharing and cooperative growth^{[15][11]}.

To encourage contact and learning among volunteers, universities might also plan volunteer training and exchange events. Volunteer work can become a significant part of students' overall development by strengthening its connotation. Establishing a thorough information management system for volunteer work. A volunteer service information management system may efficiently organize and track the hiring, training, assignment, and assessment of volunteers by utilizing contemporary information technology. By providing data support and a point of reference for high-level planning and decision-making, this system can assist universities in better understanding the implementation of volunteer service work, the engagement of volunteers, and the evaluation of service projects^[6].

2.4 To make volunteer service an intrinsic spiritual need and value pursuit of contemporary university students

University students have a platform to discover who they are, develop their potential, and search for meaning through volunteer work. Students can learn about their own worth and ability through voluntary work, which will give them a sense of success^[8]. Students' understanding of the value of helping others and giving back to society is strengthened by the practical experience of volunteer work, which also helps them develop moral principles. Volunteering gives students the chance to interact and connect with others from all backgrounds and needs, which helps them develop their empathy and interpersonal skills. It is crucial to aggressively encourage students to engage in voluntary work^[5].

Universities should first inform and encourage students to become more conscious of their duties and obligations as members of society. Putting a focus on the value of social responsibility, encouraging pupils to be aware of social challenges, and offering ways and chances for problem-solving. The institution has to foster a culture of voluntary service, which means creating a welcoming and socially responsible environment. To pique students' interest and passion for volunteer service, organizations are putting together a variety of worthwhile volunteer service projects and frequently conducting lectures, exhibitions, and speeches on the subject^[10].

It is critical to deepen volunteer service education by introducing volunteer service into the curriculum system and establishing relevant courses and practical components in the classroom where students can gain the theoretical knowledge and practical abilities of volunteer service^[6]. Furthermore, through mentorship and social practice, students can apply their newly acquired knowledge to real-world problems, strengthening their understanding and experience with volunteerism. Furthermore, opportunities for personal growth and development are critical, as volunteer work is about more than just social contribution; it is also about students' personal growth and development.

3. Conclusion

Volunteer work in universities is an effective means and important channel for cultivating students' ideals and beliefs, facilitating their overall development, and engaging them in societal construction. It plays a crucial role in encouraging student participation in community service, nurturing their sense of social responsibility, and enhancing personal abilities. To improve the quality and impact of volunteer work, universities should strengthen top-level planning and organizational coordination, establish sound volunteer service systems and regulations, and enhance cross-departmental collaboration. Implementing fair, scientific, and multi-tier evaluation and incentive mechanisms will motivate students to actively participate. Organizing volunteer training and exchange

activities is also essential for deepening the essence of volunteer service and enhancing its governance. Ultimately, establishing volunteer service bases, professionalizing projects, embracing digitization, and nurturing a culture of volunteerism will make volunteer work an intrinsic spiritual need and value pursuit for contemporary university students.

Acknowledgement

Project Fund: A Co-building Project by Guangdong Provincial Communist Youth League and Youth Researchers: Research on the Transformation Mechanism and Practical Path of New Era Aesthetic Education Thoughts in Universities (2022GJ56). Guangdong Higher Vocational Colleges and Universities Instructional Steering Committee for Commercial and Trade Major(SM2022091).

References

Bode, L. (2017). *Feeling the pressure: Attitudes about volunteering and their effect on civic and political behaviors*. *Journal of Adolescence*, 57, 23–30. <https://doi.org/10.1016/j.adolescence.2017.03.004>

Chang Rui . *On the Influencing Factors and Path Selection of College Students' Participation in Volunteer Services*. *Journal of Jilin Normal University*, 2013, 02: 76-78.

Cui, Changshu. "Volunteer Activities in Japanese Universities and Their Implications for Us." *Heilongjiang Higher Education Research*, 2001, 02: 74-75.

De Clerck, T., Willem, A., Aelterman, N., & Haerens, L. (2019). *Volunteers managing volunteers: The role of volunteer board members' motivating and demotivating style in relation to volunteers' motives to stay volunteer*. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 1–14. <https://doi.org/10.1007/s11266-019-00177-6>

Guo, M., Liu, H., & Yao, M. (2021). *The Confucian value of benevolence and volunteering among Chinese college students: The mediating role of functional motives*. *Sage Open*, 11(1), 215824402110066. <https://doi.org/10.1177/21582440211006683>

Green, P. (2018). *Volunteering in the higher education curriculum: The politics of policy, practice and participation*. University of Wolverhampton.

Holdsworth, C. (2010). *Why volunteer? Understanding motivations for student volunteering*. *British Journal of Educational Studies*, 58(4), 421–437. <https://doi.org/10.1080/00071005.2010.527666>

Holdsworth, C., & Brewis, G. (2014). *Volunteering, choice and control: A case study of higher education student volunteering*. *Journal of Youth Studies*, 17(2), 204–219. <https://doi.org/10.1080/13676261.2013.815702>

Long, Yonghong. "Comparative Study on Incentive Mechanisms for Volunteer Services of College Students in China and the United States." *Journal of Shandong Youth Political College*, 2011, 05: 46-50. [10] Lili, L., & Yingjin, C. (2020). *An empirical investigation of Chinese college students in volunteer teaching activities: Dilemmas, challenges, and solutions*. *Sage Open*, 10(2), 1–12. <https://doi.org/10.1177/2158244020931923>

Wang Minzhong&Di Tao. *On the Construction of Long-term Mechanisms for College Students' Volunteer Service*. *Journal of Ideological & Theoretical Education*, 2013, 10: 126-128.

Wang Hong ,& Deng Qinghua. *College Students' Volunteer Service Activities: Participation Status and Construction of Long-term Mechanisms - Reflections Based on a National Large-scale Survey*. *Chinese Youth Research*, 2012, 08: 46-50.

Wang, Weizheng. "Reflections on the Construction of Long-term Mechanisms for College Student Volunteer Service Activities." *Journal of Ideological and Theoretical Education*, 2011, 02: 106-110. [14] Wu Yingqiang, *Social research on the institutionalization of volunteer work in higher education*, *Ideological and theoretical education*, 2009,11:88-92.

Zhao Shuguang. *Research on the Current Situation and Countermeasures of Volunteer Service among College Students*. *Journal of Nanchang Institute of Education*, 2011, 10: 46+48.

Zheng, Yongsen. "Analysis of Factors Influencing College Students' Participation in Volunteer Services: A Questionnaire Survey of Three Universities in Shenzhen." *People's Forum*, 2013, 17: 168169.

Zhou, X., Tang, J., Zhao, Y., & Wang, T. (2020). *Effects of feedback design and dispositional goal orientations on volunteer performance in citizen science projects*. *Computers in Human Behavior*, 107, 106266. <https://doi.org/10.1016 /j.chb.2020.106266>.