

## Voluntary Service: The Important Carrier of Ideological and Political Education of College Students

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### Abstract

Voluntary service is an important social service activity based on the summary of the activities of learning from Lei Feng and foreign voluntary work experience, which is an important carrier of the ideological and political education of college students. In order to innovate ideological and political education of college students and improve its effectiveness, colleges and universities need to effectively promote the development of college student voluntary services.

**Key words:** Voluntary service; Ideological and political education of college students; Carrier

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### INTRODUCTION

Document No. [2004] 16 issued by the CPC Central Committee pointed out: Strengthen and improve college students' ideological and political education, adhere to the principle of combining political theoretical education and social practices, and actively organize college students

to participate in voluntary services and other social activities. Social practice is an important part of college students' ideological and political education, which plays an irreplaceable role to promote their understanding of the community and the country and the sense of social responsibility.<sup>1</sup> In recent years, Olympic Games, World Expo, Asian Games and other major international events and activities have provided rare opportunities for voluntary services. Voluntary service has become a social practice with the most number of college student participants and the highest participation level, which is the important channel and means for college students to conduct self-education, internalize values and enhance comprehensive qualities, and is the new carrier of the ideological and political education. As the new carrier of colleges and universities' ideological and political education in the new era and the important platform of colleges' service to the society, voluntary activity shoulders the mission of educating people, attracts more and more attention, and gradually becomes an important subject of academic researches and social concerns. As an important channel of practical education, voluntary service has a great significance to enhance the effectiveness of ideological and political education to college students.

### 1. ACCURATELY GRASP THE SCIENTIFIC CONNOTATION OF VOLUNTARY SERVICE

The voluntary service of our country is a new development of the reform and opening up, which has been produced on the basis of inheriting the traditional Chinese charity thought and the development of the contemporary "Lei

<sup>1</sup> *Selected Important Documents since the 16<sup>th</sup> National Congress of the CPC* (Part 2). (2006, p.183). Beijing: Central Literature Publishing House.

Feng Spirit” as well as the experience of voluntary services of European countries. In the 1980s, China began to spread volunteerism, before this, although there was not a clear statement of “voluntary service”, there has already been the form of volunteer service in practice. At the end of 1994, Chinese Young Volunteers Association was formally established, since then Chinese youth voluntary service activities have been quickly developed across the country.

### **1.1 The Definition of the Concept of Voluntary Service**

Voluntary service was originated in Western countries’ religious charity, Christian churches and monasteries’ distribution of relief supplies and other charitable services in the early 19<sup>th</sup> century. In the late 19<sup>th</sup> and early 20<sup>th</sup> century, European and American countries have passed a number of laws and regulations related to welfare, and voluntary service has gradually attracted considerable attention from government. After World War II, Western countries’ volunteerism has gradually been standardized and expanded to be a social service by governments or private associations, which has been constantly standardized, specialized and institutionalized. Voluntary service of China was originated in the learn-from-Lei Feng activities in the 1960s, which is an inheritance and development of the spirit of Lei Feng.

Volunteerism is a more complex concept. Profoundly affected by different histories, politics, religions and regional cultures, the understanding of connotation and definition of extension of voluntary service are different. However, the understandings of the nature of voluntary service are basically the same, which hold that voluntary service has voluntary, unpaid, public welfare and other characteristics. Chinese scholar Ding Yuanzhu holds that “volunteerism refers to any voluntary contribution of personal time and energy without the premise of a material reward, to promote human development, social progress and social welfare.” (Ding & Wang, 2001) Chinese young volunteers Association’s regulation defines voluntary service as: voluntary service is the service and assistance voluntarily provided to the society and others not for a material reward but based on conscience, conviction and responsibility.

### **1.2 The Basic Characteristics of Voluntary Service**

The voluntary service of our country is a new thing accompanied by the reform and opening up. It is the inheritance and continuation of the learn-from-Lei Feng activities and has its own significant features.

Voluntary participation. Voluntary is the most prominent feature of volunteerism, which reflects volunteers’ value pursuit of service to others and contribution to community, highlighting the consciousness and voluntariness of volunteers’ behaviors. “Volunteerism could be macroscopic and collective, reflected as the

participation of community services and dedication to public services; it could also be microscopic and individual, by virtue of personal preference, own volition and personal choice.” (Shen, 2009) Based on consciousness and voluntariness, volunteers independently choose voluntary organizations and voluntary activities for participation. Consciousness means that volunteers are initiative to take responsibility in the services and actively play the main role; voluntariness indicates that they participate in voluntary service activities on their own will, rather than forced by someone else or some external forces. Voluntary service fully respects volunteers’ consciousness, providing a platform of self-learning and self-education for them to consistently exercise themselves and improve themselves.

Public welfare of the services. Volunteerism is non-profit in nature which is designed to serve the community. “As a modern public welfare undertaking, Chinese young volunteer’s activity is a combination of ancient concept of charity, modern social participation and other integrated means, and is the fusion of ancient philanthropy and modern means of social assistance.” (Cui, 2006) Voluntary service is aimed to help others and serve the community with a purpose of helping the poor, easing conflicts and other social functions. Volunteers shall not charge or take remuneration in disguised forms from the service object, or accept donations from them. It is a public service that volunteers dedicate their time and energy to serve others and the community without a charge of any material reward. The nature of public welfare can fully secure its motivation to be pure, which is helpful to achieve educational goals.

Organizational normalization. Voluntary service activities are carried out under the guidance of relevant organizations. On the one hand, voluntary organizations are generally established by colleges and universities, and are under the leadership of relevant departments, organized and implemented by the Youth League of universities and an organizational normalization.

It should stand strict examinations on its aims, objectives, nature, organizations, personnel, financial resources, rights, obligations and other aspects from relevant departments in its early days, and also receive annual inspection and tracking survey from government administrations after its establishment so as to ensure it runs on the right track. (Beijing Volunteers Association, 2006)

On the other hand, the organizations of voluntary service activity are characterized by normalization, which is reflected as a properly organized, led and planned charity.

Educational activities. As an important practical activity, volunteerism is an important carrier of college students’ ideological and political education, which contains a wealth of ideological educational connotation with the effects of education and self-education. Educator Rousseau said in *Emile*,

Do not blandly talk about theories with young people. If you want to make them understand what you said, you have to use something else to identify it, use the language of ideas to touch their hearts so they can understand it. (Rousseau, 2001)

Voluntary service as a social practice is one of the best “vehicles” to identify their ideological education. Firstly, voluntary service builds a practical platform for volunteers, which helps combine theoretical education and practical education and lets volunteers test truth in practice. Secondly, it provides an opportunity for self-education to volunteers, which effectively combines self-education with the services to others and community so as to enhance their overall qualities. Finally, it provides rich social resources for the education of volunteers. It enables the volunteers to have the opportunity to understand the society, exposure to different social groups, and recognize different social phenomena. It facilitates the process of volunteers’ socialization and gives full play to the role of social education.

## 2. VOLUNTARY SERVICE IS ADAPTED TO THE INNOVATIVE NEEDS OF THE TIMES OF COLLEGE STUDENTS’ IDEOLOGICAL AND POLITICAL EDUCATION

The Eighteenth National Congress of the CPC emphasized to comprehensively improve the quality of civic virtue from a strategic height of the construction of a socialist cultural powerful country, advocating to “promote the construction of civic morality, strengthen and improve the ideological and political work, deepen the construction of people’s spiritual civilization and extensively carry out voluntary services.”<sup>2</sup> Under the new historical conditions, the implementation of voluntary service is an important measure to innovate college students’ ideological and political education and enhance its effectiveness, and is an important carrier to cultivate social modernization qualified builders and reliable successors with ideals, moralities, cultures and disciplines in line with the times and social development.

### 2.1 Innovation of the Carrier Is the Needs of the Times to Enhance the Effectiveness of College Students’ Ideological and Political Education

The word of carrier was firstly used in chemistry. *Modern Chinese Dictionary* defines the carrier as follows: a) Scientifically and technologically refers to a substance which delivers certain energies or transports other substances. b) A material forms to bear knowledge or

information.<sup>3</sup> The carrier of ideological and political education refers to an activity form and material entity which is able to carry and transmit the content or message of ideological and political education, and can be used by the educational subject to promote interactions between the educational subject and object in the process of the implementation of ideological and political education (Zhang, 2006). The carrier of college students’ ideological and political education refers to a controllable method and explicit form which is used by the educational subject to carry and transit the content and information of ideological and political education, and has the impacts on college students to make them react to the content and information of ideological and political education (Luo, 2010).

The carrier of ideological and political education occupies an important position in the ideological and political educational system. The ideological and political education requires to constantly innovate the carriers. A carrier is not only able to store and transmit educational information, but also to promote interactions between the subject and object in the whole process of ideological and political education. It is an indispensable intermediary condition in the educational process. “Ideological and political education process is always specific to be implemented in certain organizational or physical forms. A carrier is such an organizational or physical form.” (Luo, 2009) Marx and Engels pointed out, “people’s ideas, views and concepts, in a word, their awareness changes as the changes of people’s living conditions, social relations and social existences.”<sup>4</sup> The carrier of political and ideological education must keep pace with the times and consistently optimize and innovate based on the inheritance of traditions, which are the urgent needs of strengthening and improving college students’ ideological and political education under the new historical conditions. New conditions and changes which college students’ ideological and political education is facing and its shortcomings request to innovate the carrier. On the one hand, the new changes of college students’ ideological and political education request to innovate the carrier. Since thirty years of reform and opening up, profound and great changes have taken place in our country. Under the background of economic globalization, society informatization, system marketization and cultural diversification, the ideological and political education of college students has met new conditions and new changes in the fields of educational environment, content and target. These new conditions and new changes require college students’ ideological and political education to constantly innovate and positively

<sup>3</sup> *Modern Chinese Dictionary*. (1996, p.1568). Beijing, China: Commercial Press.

<sup>4</sup> *Selected Works of Marx and Engels (Volume 1)*. (1995, p.291). Beijing, China: People’s Publishing House.

<sup>2</sup> *Counseling Reading of the 18<sup>th</sup> National Congress of the CPC Report* (2012, p.249). Beijing, China: People’s Publishing House.

react, consistently innovate its carrier, form and method in order to display a new vitality in innovation. On the other hand, the innovation of the carrier can compensate for the shortcomings of the traditional carrier. The traditional carrier is stable in the form, clear in the content and has a dominance role of the teachers, but with the development of ideological and political education, its exposed deficiencies undermined the performance of the carrier of ideological and political education, and the use of a single traditional carrier was unable to meet the needs of contemporary ideological and political education. The deficiencies of college students' traditional carrier are mainly reflected as the lack of practicality and temporal spirit. Marx pointed out in *Theses on Feuerbach*, "All mystical stuffs which lead theories to be mysterious can get a reasonable solution in human practices and the understanding of these practices."<sup>5</sup> The view of practice is the most basic view and theoretical foundation of Marxist epistemology and historical materialism. Only when educators combine the received educational information and practices for an inspection and sublime perceptual knowledge to be rational knowledge, they can fully accept the theoretical knowledge and "internalize" it into moral characters of the individuals and "externalize" it into their ethic behaviors. Therefore, in order to meet the demands of the times, colleges' ideological and political education should continue to expand the scope of the carriers, create more educational carriers which have science and temporal spirit and college students are delighted to accept.

## **2.2 Voluntary Service Is the Carrier to Promote the Effective Implement of College Students' Ideological and Political Education**

The traditional carrier of college students' ideological and political education takes the students as the educational object, whom are the passive receivers of ideological education, basically indoctrination education. Voluntary service makes up for the shortcoming of regarding students as the passive educational objects, fully respect their dominant position, teach through lively activities, educate through services and innovate the ways of college students' ideological and political education, and is the important activity carrier to implement ideological and political education.

Voluntary service realizes the combination of theoretical education and practical education. Practical education refers to an ideological and political education mainly in the form of social practices and a variety of activities, which are essentially a participatory and experiential education. Practical education is an important complement to theoretical education as well as a new form of ideological and political education. As an important social practice of colleges and universities, voluntary service has an important educational function and is an

important form of practical education of colleges. "All social life is essentially practical."<sup>6</sup> Only the content and form of ideological and political education cause spiritual resonances from college students, make them strongly experience the correctness of ideological and political education, and promote the formation of the interactive mechanism of internalization and externalization, the functions of college students' ideological and political education can be truly realized. Voluntary service emphasizes practicality and the function of moral education, and can promote the efficient performance of ideological and political education. Voluntary service is an emotional experience of moral values in the process that college students recognize ethics and behave accordingly, which is aimed to form the spirit of dedication and noble morality. Volunteers can shape thoughts, improve quality, complete personality, realize the values and elevate the soul during the process of self-experience. When college students actively participate in voluntary services, they can contact, percept and experience social practices, and raise the perceptual knowledge formed in social practices into rational knowledge. The process of voluntary service not only enriches and develops college students' professional knowledge and skills in all aspects, but also enriches their life experiences, which is an integrated process of knowledge, emotion, will and behavior. Voluntary service also breaks the traditional mode of ideological and political education, so that theoretical education can be combined with practical education, moral cognition can be united with moral behavior, and the pertinence of ideological and political education can be also promoted.

Voluntary service enables college students' ideological and political education to achieve the unity of knowledge and practice. The ideological and political education of college students is the social practical activity that educators follow the developmental rule of college students' ideological and moral formation, use certain ideas, political views and ethics to exert purposive, planned and organized influences on the students so as to help them form ideologies and moralities in line with the construction of socialism with Chinese characteristics (Huang, 2012). The ideological and political education not only enables college students to "internalize" the ideas, political views and ethical norms instilled by educators to be individual consciousness and motivations, but also enables them to "externalize" the individual consciousness and motivations to be good behaviors and moral habits, that is, to achieve the unity of knowledge and practice. Volunteerism is an important form of social practical activities and an effective way to carry out ideological and political education. The intrinsic characteristics of voluntary service determines that it can help realize educators' effective impartment and students'

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<sup>5</sup> Ibid., p.60.

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<sup>6</sup> Ibid., p.56.

effective acceptance, fulfilling the internalization of educational content. During the transformative process from “consciousness” to “behavior habit”, college students should change from “percept” to “participate in” practices, and to serve the community in the sense of social responsibility and dedication. We should vigorously advocate college students to participate in voluntary services and other public welfare activities, lead them to apply the knowledge and skills to serve the people and make contributions to society. Voluntary service promotes the spirit of “unity, friendship, mutual help and progress”, takes “voluntary” and “unpaid” as the foundation, uses the means of serving others and the society, and is an efficient way to make college students learn good morality, cultivate social responsibility and realize self-values. Voluntary service changes college students from the educational object to be educational subject, educational process from unidirectional to bidirectional, changes constraints to be conscious actions, and applies theories into practices so as to achieve the unity of knowledge and practice of college students’ ideological and political education.

### **3. FULLY STRENGTHEN THE VOLUNTARY SERVICE CARRIER CONSTRUCTION OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS**

The goal of college students’ ideological and political education is to cultivate socialist qualified builders and reliable successors with all-round development of morality, intelligence, physique and aesthetics. As an important carrier of ideological and political education, voluntary service has a great significance to the completion of the educational goal. Therefore, colleges and universities should fully understand the importance of volunteerism in ideological and political education under the new situations and effectively strengthen the voluntary service carrier construction.

#### **3.1 Establish Social Bases**

Voluntary service social base is the important position and stable basis for college students to carry out voluntary service activities, and is the important measure to ensure the ongoing implementation of voluntary service. The establishment of service bases can promote the normalization of voluntary services, reasonably allocate resources, utilize basic advantages and often carry out some highly tailored voluntary service activities. This not only strengthens the link between students and society, helps college students go out of campus and enter society, and well meet the developmental needs of individuals with the help of social forces, but also helps clarify and

fix the relationship between volunteers and service objects so that volunteers can provide better services.

College student voluntary service organizations should make good use of their own characteristics and advantages, focus on building long-term relationships with service objects, and establish a number of relatively stable and long-term cooperative voluntary service bases. Colleges should take the initiative to contact urban communities, rural towns, nursing homes, enterprises and institutions, etc., in accordance with the principles of cooperative construction and two-way benefit, based on real requirements of local development and actual needs of college student exercise and growth, to establish college student voluntary service bases through the signing of cooperative agreements, listing or flag presentation. Improve operation of the bases, promotes the sustainable development of college student voluntary services, and makes the service bases as practical platforms where students go out of campus and enter society and windows to demonstrate students’ youthful spirits. A lot of service bases have been established across the country, such as the base of caring for migrant workers and their children, base of migrant workers legal aids, base of caring for minors, bases of caring for empty-nest elders, base of caring for disabled people, community service station, and other voluntary service bases.

#### **3.2 Innovate Contents and Forms**

In order to meet the diverse needs of college students for voluntary service content and form and achieve the goal of educating people in practices, by combining the needs of times and own characteristics, colleges and universities must innovate the service content and form depending on different developmental requirements, different service objects and social requirements. In order to innovate the content and form of voluntary services, they need to innovate ideas and highlight characteristics. To innovate ideas they should mobilize the enthusiasm and creativity of participatory colleges, universities, students and service objects, through top-level design and independent creation, to achieve the content and form innovation of voluntary services with constant new ideas and methods. To highlight characteristics colleges must make full use of their advantages, endeavor to innovate service content and form, create a brand of service activities, and make voluntary service activities closer to life, closer to reality and closer to college students.

Shape the brand of voluntary service professional activities. Colleges and universities can take advantage of their professional resources, organize related professional volunteers according to social needs, establish volunteer teams with highly professional characteristics, and provide specialized voluntary services to enable an organic combination of ideological and political education and professional education, so as to promote college students’ ideological and political qualities and professional skills.

Expand the domains of college student voluntary services. The rapid development and highlight of social problems in our country require to continuously expand the domains of college student volunteerism. College student voluntary organizations should pay attention to social issues, grasp the actual needs of society, encourage students to vigorously carry out preventive voluntary services in the fields of community development, public welfare activities and environmental protection, etc.. For example, with the rapid development of Chinese economy, more and more peasants enter cities to be engaged in industrial and commercial activities, thus a lot of new social problems arise therefrom, such as the issues of rights maintenance of migrant workers, education of the children of migrant workers, high crime of migrant workers, and education and development of the left-behind children in rural areas. These are some of the prominent issues which require urgent attention from the society and college student voluntary service organizations. They are the new domains of college student voluntary services. On May 4, 2010, the Communist Youth League Central initiated "The Communist Youth League Voluntary Service of Caring for the Children of Migrant Workers", which is a good voluntary service project. College student voluntary service organizations should organize more similar service activities to adapt to the needs of society. Moreover, when enters the new century, Chinese elderly population has continued to grow, China has entered the aging society. The elderly pension issue, life care issue, and mental health issue have been prominent, which also become the new domains of college student voluntary services (Xiao, 2012).

Carry out in-depth online voluntary services. As a new voluntary service method with unique characteristics, online voluntary service is the new developmental trend of voluntary services in our country, which is the new generation of voluntary service. Online voluntary service appeared earlier in Western countries, roughly in the mid-1990s, and until 1999 there have been relatively well-organized online voluntary service organizations. Their services were mainly related to psychological consultation, public administration, written communication and other aspects. China's current online voluntary service is still in its budding stage, whose main form is to carry out traditional voluntary activities through the network. Online voluntary services are increasingly becoming the life style and public welfare ideology pursued by college student netizens, which can achieve an organic unity of virtual network and voluntary practices. Colleges and universities can recruit student cyber volunteers based on the actual situations to vigorously carry out cyber voluntary services.

### **3.3 Strengthen the Daily Management**

Currently, there are problems of imperfect organizational management system and incomplete management

regulation, etc. in college student voluntary service management of our country, which have greatly hindered the development of voluntary services. Therefore, colleges and universities must strengthen the daily management and promote the sustainable development of college student voluntary services.

Firstly, improve college student voluntary service organizational and management system. Voluntary service organizational and management system is a complete system where elements with different natures and functions such as colleges, universities, local governments, service bases, students, instructors, etc. interact with each other. The system has an overall responsibility for the planning, organization, command, control and coordination of college student voluntary services. The establishment of management organizational system requires clear organizational goals and scientific organizational structures. The management organizational goals of voluntary service are mainly reflected as three basic levels: The first is the goal at social level, namely organizations should meet the needs of society; the second is the goal at organizational level, namely organizations must bear the goals and strategies for their own survival and development; the third is the goal at personal level, namely the goals of individual members. Organizational structure is determined in accordance with organizational goal and size, including management departments at vertical and horizontal levels. College voluntary service management organizations should define their goals, set up a reasonable organizational structure according to their sizes, and arrange proper management staffs in order to best display the organizational management efficiency.

Secondly, strengthen the management system construction of college student voluntary service. In the daily management of college student voluntary service, in order to carry out various policies and requirements into practice and ensure a successful implementation of voluntary service, we need to develop specific management systems, integrate policies into the specific systems, and ensure policies to be carried through by implementation of the systems. The management system construction of college voluntary service must adhere to the principles of people-oriented, combination of experience summary and scientific foresight, combination of continuity and stability to meet the requirements of scientificity, openness and innovation. The management system construction of college voluntary service mainly includes: leadership organizational system construction, curriculum system construction, supervision and inspection system, performance appraisal system, incentive and constraint system, funding investment system, safety management system and rights and interests protection system, etc..

Thirdly, establish the system culture of college student voluntary service. In order to maintain a lasting vitality

and sustainable development, college student voluntary service must be rooted in the deep cultural soil and form a strong atmosphere with concerns about the whole society, attentions from government and supports from enterprises. Institutional culture is an important part of culture, which is the product of spiritual culture as well as the tool of material culture. It is on the one hand forms the habit and norm of human behaviors, on the other hand it constrains or dominates the changes of spiritual culture and material culture. As an important part of system culture, college student voluntary service system culture has the functions of standardization, constraint, integration and guidance, etc.. Colleges and universities should start by adhering to system innovation, improving system level; strengthening system publicity, popularizing system knowledge; strengthening system education, enhancing system concepts; strengthening supervision and inspection and fulfilling system implementation to push forward the overall system cultural construction of college student voluntary services. Through the system cultural construction and its infiltration and influence, colleges and universities should constantly improve volunteers' consciousness to implement voluntary service systems, and form a good environment with national support, social support, high attention of colleges and universities and active participation of students.

### 3.4 Build Long-Term Mechanisms

In order to build a long-term voluntary service mechanism of college students, we need to correctly grasp the essence of service and education, be close to the reality of service and education, constantly improve the recruitment and training mechanism, evaluation mechanism, incentive and protective mechanism, etc., and systematically integrate these mechanisms so as to achieve normalization of college students' voluntary services.

Optimize the recruitment and training mechanism. Our volunteer organizations lack detailed specifications and theoretical guidance in terms of volunteer recruit and training, so the optimization of student volunteer recruit and training system is quite necessary. Firstly, the innovation of recruit system is the prerequisite to do a good volunteer work. When develop a recruit mechanism, colleges and universities should comprehensively consider factors including investment of college voluntary organizations, participants' motivation as well as status of service objects so as to build a best recruit system. In the particular recruit work, we should take participatory motivation into consideration, follow voluntary service recruit principle, innovate recruit ways and methods, establish and improve selection procedures and review mechanisms, be strict with the entry conditions, enhance the overall quality of volunteer groups and improve the recruitment of college student volunteers. Secondly, the improvement of training system is an important way to raise volunteers' service awareness, service level

and service quality. Colleges and universities should actively develop voluntary service training programs, compose relevant training materials and volunteer service manuals, invite experts, professors, competent workers and outstanding volunteer representatives to conduct ideological and technical trainings to college students on a regular basis, so as to improve and expand their ideological consciousness and professional proficiency. We should arrange specific training contents and training methods according to student volunteers' different personalities and expertise, give full play to their advantages, respect their individualities and developmental needs so as to ensure that more college students will be engaged in voluntary services in a sustained way.

Complete the evaluation mechanism. The establishment of a scientific evaluation system of college students' voluntary services is the key to ensure the sustainable development of voluntary service. Volunteers' performance will be assessed by the evaluation system. Party and league organizations in colleges and universities should actively promote the certification work of student voluntary services, set up reasonable evaluation indicators, and establish an evaluation system which is quantitative based, people oriented and in an integration of on-campus and off-campus services. Scoring will be made comprehensively based on the combination of qualitative evaluation and quantitative evaluation, personal evaluation and team evaluation, public evaluation and management evaluation as well as participatory time, quantity, quality, service effect, team spirit and other aspects. The evaluation should include aspects of quantity, quality, plan, content, team spirit, the mechanism of survival of the fittest, and make moral and material recognitions to outstanding students.

Complete the protective and incentive mechanism. Marx said: "All that people fight for are related to their interests."<sup>7</sup> Although the services which volunteers provide to the community and others are voluntary and unpaid activities of public welfare, proper incentives are the necessary measures of protection and feedback. Effective incentives can arouse pride and self-values from college student volunteers, which can provide a lasting force for them to participate in voluntary services. College and universities should establish a scientific and rational incentive mechanism to strengthen summary and recognition of student voluntary services, and give material and spiritual rewards to outstanding voluntary groups and individuals. We should establish voluntary service appraisal programs and incentive systems to confirm and encourage college students to participate in voluntary services. Voluntary service protective mechanism refers to the measures and means which

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<sup>7</sup> Ibid., p.187.

supply legal system, funds, skills, volunteers' rights and interests, social recognition and other interactive supports to voluntary service so as to ensure a more efficient and comprehensive implementation. For voluntary service process, a good protective mechanism supplies an environment which mobilizes voluntary service externally, including adequate resources input and a sound legal system. Colleges and universities should be based on the reality and the implementation of *China Youth Volunteer Registration Management Measures (Trial)*, continuously improve the protective mechanism, fully protect the legitimate rights and interests of college student volunteers, relieve their extra worries and better protect and promote college students' voluntary services in a deep-going way.

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