

# China Youth Volunteer Service Competition and the Project-oriented Development of University Volunteer Service: Current Situation and Consideration\*

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**Abstract**—By reviewing the award-winning projects of the previous 4th China Youth Volunteer Service Competitions, it can be found that the volunteer service projects in universities are gradually developing in the direction of specialization and institutionalization. In this process, the competition will continue to promote the development of volunteer service projects for college students. Accordingly, this paper proposes to play the role of competition and promote the development of university volunteer service projects. It is necessary to optimize the cycle of competition, establish and improve the long-term working mechanism of competition, incorporate high-quality volunteer service projects into the government's public purchase plan, promote the benign interaction between university volunteer service projects and social subjects and explore and create new modes of volunteer service projects and other countermeasures.

**Keywords**—university volunteer service; competition; project-oriented development

## I. INTRODUCTION

The 18th national congress of the communist party of China and the 19th national congress of the communist party of China explicitly put forward and stressed the need to promote the institutionalization of volunteer service and “encourage volunteer service”. Since 2014, the central committee of the communist youth league, the central office of civilization, the ministry of civil affairs, the China

volunteer service federation and other units jointly promoted the launch of the China youth volunteer service project competition and volunteer service exchange with the theme of the new era of volunteer and building the Chinese dream together (hereinafter referred to as “competition”), in order to commanding competition mechanism system of youth volunteer service projects development by promoting the institutionalization of volunteer service. So what about the four tournaments that have been held? What role does it play in the development of university student volunteer service project? From the perspective of promoting the development of college students' volunteer service project, what other aspects can be improved? With these problems in mind, the author made a survey and research on Wuhan University, Huazhong Agricultural University and other universities.

This research mainly takes the staff of the provincial youth league committee, the person leader of public welfare organizations, the staff of the youth league committee of colleges and universities, the teachers of students and engineers, and the college students as the survey objects. The research was conducted from October 2017 to May 2018 through a combination of questionnaire survey and interviews with teachers and students. 200,000 words of interview materials were sorted out and first-hand data and texts for research were collected by designing the semi-structured in-depth interviews and interviewing with more than 30 teachers of the youth league committee and leaders of volunteer organizations in colleges and universities based on the design.

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## II. OVERVIEW OF THE COMPETITION

### A. The Organization of the Competition

The main content of the competition includes “two competitions and one innovation”, namely China youth volunteer service project competition, China youth volunteer service public service entrepreneurship competition (added in the second session) and national youth volunteer service demonstration project creation activity (added in the third session). The competition has been held four times so far. From 2017, the main content of the competition has been changed to “two competitions and one innovation”, and the cycle of the competition has been changed to one cycle every two years. Last year, public entrepreneurship competitions and demonstration project creation activities are held, during which organizational projects and cultural exchanges were carried out. Next year, a volunteer service project competition is held, and centralized exhibition and communication activities are carried out for all sectors of society. Eventually a new pattern of volunteer service will be formed, in which one-year evaluation, cultivation and reserve projects were carried out, and reserve projects will be carried out, and one-year competition were concentrated to carry out activities.

In the past competitions, a total of 13,731 projects have applied to participate in volunteer service projects nationwide, among which university volunteer service organizations account for a considerable proportion, and the number is increasing year by year. A total of 300 gold and 1206 silver awards have been awarded since the start of the competition. There are also 20 gold and 70 silver awards in public welfare entrepreneurship competition, and 120 nomination awards for demonstration projects.<sup>1</sup> The number of awards and categories has been increasing year by year, which shows that the state attaches more and more importance to youth volunteer activities.

Since it was held, the competition has become institutionalized. In terms of the evaluation rules, the final score is determined by one evaluation has been changed to the refined evaluation process. The final score and ranking are calculated through provincial recommendation (15% weight), national preliminary evaluation material review (35%), and national final evaluation road show defense (50%). At the policy level, it has drafted and formulated a number of rules and regulations, such as the China youth volunteer service project, and implemented the details of various processes and steps in the development of volunteer service. In terms of the competition system, the changes in the period of project application and evaluation and the specific contents reflect the solid progress in the institutionalized construction of volunteer service during the competition and create a new pattern of volunteer service development.

### B. Overview of Projects Won in China Youth Volunteer Service Project Competition

Every year, the central committee of the youth league invests a large amount of human resources to support the development of the competition, with 20,000 Yuan for gold award projects and 10,000 Yuan for silver award projects. The success of the youth volunteer project competition is not only determined by accurate and detailed figures, but also by the collision of diverse thinking and inspiration among volunteer organizations. Unlike the “challenge cup”, which only targets college students, the participants also include 8 different types of organizations, such as social groups, foundations and private non-enterprise units.

Based on the data of the last four competitions in “Table I”, the author analyzed the development of volunteer service projects from four aspects: the number of projects declared, the number of gold and silver awards, the number of gold awards won by colleges and universities and the total amount of contracts signed.

1) *Project competition*: In terms of the number of declared projects, the number of the first three project competitions exceeded 4,000. The number of the second project competition held in Chongqing increased slightly, with a growth rate of 32%. From the number of preliminary evaluation of the national competition finalist, the first three events are about 1000, relatively stable.

In terms of the number of awards, the number of gold medals in the first three competitions is 100, and the number of silver medals is about 400, with little change. Among them, the number of gold awards won by colleges and universities is 20, 28 and 38, increasing year by year, with an annual increase of nearly 40%. On the one hand, it demonstrates that colleges and universities pay more attention to the competition. On the other hand, it also illustrates that the comprehensive quality of college students, as the main force of young volunteers, is continuously enhanced, and the college volunteer service projects are developing towards specialization and institutionalization.

2) *Public entrepreneurship competition*: Judging from the awards of the newly added public service entrepreneurship competition since 2015, the number of gold and silver awards in the second and third sessions were 5 and 15 respectively. However, the number of gold medals increased to 10 and the number of silver medals increased to 40 in the session. The doubling of the number of awards demonstrates that the central committee of the communist youth league and other institutions are providing more and more policy and financial support, and the category of public service entrepreneurship in the field of volunteer service is gradually maturing. Combined with the current “Chuang Qingchun” public entrepreneurship competition, it can be seen that public entrepreneurship has gradually gained more public acceptance and understanding due to its creative integration of social value and economic value through economic means to better realize social benefits.

<sup>1</sup> The data were compiled by the authors based on reports.

3) *Demonstration project creation activities*: From the perspective of the newly added demonstration project creation activities in 2017, the 120 nomination awards for the creation selected by the first criticism will be awarded as “national youth volunteer service demonstration project” if the projects pass the acceptance test of establishing standard successfully one year later one. This measure is of great significance for the construction of long-term sustainable development mechanism of volunteer service projects, can constantly stimulates the vitality of organizations and ensures timely and effective supervision and restriction of projects in the implementation stage.

4) *Total contract amount*: From the perspective of the total contract amount, except for the fourth session, there is no data available, the total contract amount of the previous three sessions is respectively 37.84 million Yuan, 66.14 million Yuan, and 81.4 million Yuan, with the amount increasing year by year, with an average annual increase of nearly 50%. This shows that the recognition of volunteer

service from all sectors of society has been continuously improved. As an important part of participating in social governance, volunteer service projects will continue to exert their influence on the development of social public welfare undertakings.

5) *Specific classification*: From the specific classification of the project competition, the project categories of each session involve the traditional public welfare fields such as helping the disabled, charity activity, neighborhood watch and emergency rescue. In addition, the competition keeps pace with the changing times, adding new areas of volunteer service such as cultural publicity, anti-drug education and theoretical research. It is worth mentioning that adding volunteer service support platform as a separate project category in the fourth competition complying with the 13th five-year plan of strengthening the construction of social credit system, it has guiding significance for promoting the popularization and application of China volunteer information system online platform.

TABLE I. WINNERS OF PREVIOUS COMPETITIONS

China youth volunteer service project competition and volunteer service exchange meeting											
	Year	Project name	Host city	Number of declared items	Finalist	Gold Award	Number of gold awards won by universities	Silver award	Bronze award	Award nomination	Total contract amount(ten thousand yuan)
The first	2014	Volunteer project competition	Guangzhou	4173	1019	100	20	405	None	None	3784
The second	2015	Volunteer project competition	Chongqing	5509	1099	100	28	397	509		6614
		The first public entrepreneurship competition		143	20	5	0	15	None		
The third	2016	Volunteer project competition	Ningbo	4049	1000	100	38	404	496		8140
		The second public entrepreneurship competition		71	20	5	0	15	None		
The fourth	2017	Demonstration project creation activities	Chengdu	1500	188	None				120	Unknown
		The third public entrepreneurship competition		179	179	10	2	40	50	None	
	2018	Volunteer project competition									

<sup>a</sup>. Source: author based on public reports.

### III. THE COMPETITION WILL PROMOTE THE DEVELOPMENT OF UNIVERSITY STUDENTS' VOLUNTEER SERVICE PROJECT

#### A. *At Present, College Students' Volunteer Service Is Moving Towards Project-based Development*

At present, college students' participation in volunteer service in China is gradually increasing. According to statistics, by the end of 2016, China's universities and colleges have 36,000 volunteer service organizations of various kinds, with a registered number of 22 million 640 thousand volunteers. The accumulated volunteer service time is about 165 million hours, and the average volunteer service time is nearly 8 hours [1]. The extensive participation of college students in volunteer service has laid a solid foundation for the construction of volunteer service in colleges and universities. To be specific, the development of college volunteer service has gradually stepped into the professional level. The youth volunteer association branches of various colleges and departments in colleges and universities and the volunteer service organizations directly under the university youth league committee each perform their respective duties. Faculty as the basic platform for mass activities, organize and mobilize volunteer service activities of mass type, and the participation of all university staff covers wide range of areas.

At the same time, the university student volunteer service begins to move toward the project. In the new era, the social demand for volunteer service has changed and the public has developed specific needs. According to H, a teacher from the youth league committee of Wuhan University, in order to adapt to the current situation, colleges and universities need to provide more complete, more systematic and more targeted volunteer services, getting rid of the popular service mode that is applicable to all kinds of groups in the past. Under the new situation of volunteer service development, colleges and universities gradually narrow down the scope of each volunteer service project and improve the integrity and systematicness of the project, which is also a good development trend for the transition from volunteer service to project. The volunteer service projects and organizations directly under the colleges serve as a strong supplement to single activities of colleges and departments, becoming a professional characteristic and project team fostered by colleges and universities, and the development of volunteer service activities has become more mature.

At the same time, the university has held the volunteer service project exchange meeting every year, trying to cultivate creative volunteer service work, closely combining with the characteristics of relevant disciplines in the university and keeping up with the development trend of The Times.

#### B. *The Competition Promoted the Project-based Development of University Students' Volunteer Service Projects*

In the process of college students' volunteer service project development, the competition has played a positive

role in promoting. The competition provides a platform for volunteer service projects to display themselves, optimize and upgrade. Through the national competition, high-level and diversified volunteer service projects can be collected and volunteer service resources in various regions and fields can be integrated. In this way, the exchange and cooperation between volunteer service projects can be improved, promoting the upgrading of volunteer service. At the same time, the competition will inject project management concept into the field of volunteer service, encourage social forces to join in, give a good play to demonstration effect of public welfare, and cultivate and enhance the effectiveness of volunteer service by means of project operation. The competition is an important measure to promote college students' volunteer service to be project-oriented and an innovative way to improve the level of volunteer service.

1) *Supporting organization "self-hematopoiesis"*: From the chairman of volunteer association of Zhongnan University of Economics and Law, some volunteer service organizations in colleges and universities have poor self-hematopoiesis ability, and they may face the fate of "collapse" if they lose the project fund support from the public sector and universities. The competition will encourage and support volunteer organizations to seek capital injection from enterprises and charitable foundations, carry out crowd funding for projects, raise social funds by various means, and obtain prize money and project funds by participating in competitions. It is expected that the organization can solve the problem of project sustainable development by means of "self-hematopoiesis".

2) *Cultivating university public service entrepreneurship projects*: From the second session, the new public service entrepreneurship competition has been added. The main participants of the public service entrepreneurship special competition are the projects that won gold and silver awards in the last session and have business models at the same time. Compared with the previous public service entrepreneurship competition, the public service entrepreneurship special competition takes into account more factors such as service achievements, social influence and whether it can meet the requirements of sustainable development. Judging from the awards of the past three sessions, the first and second golden awards (5 for each session) were won by enterprises and non-governmental organizations. The number of gold awards in the third public service entrepreneurship competition increased by 10, among which northwest agricultural and forestry university and north China electric power university won the gold award of public service entrepreneurship organization.

Secretary Z of youth league committee of Huazhong Agricultural University said, third contest gold prize of Huazhong Agricultural University youth volunteer service project "Qianmo School" online teaching, combined with local actual, and the characteristics of the network era, invite domestic and foreign well-known colleges and universities teachers and students and social industries excellent representative, to participate in the rural education through



network video, transforming the way of subsidizing form “solving the problem of food and clothing” to “focusing on growth”. As a representative project of public service entrepreneurship, social funds are precisely matched with the construction needs of local basic education facilities. By virtue of Internet +, online and offline cooperate and linkage efficiently with strong generalization. Starting from the public welfare, the project grasps the key of improving the ability and quality of rural primary school teachers, and has raised more than 1.2 million Yuan in accumulative fund, participated in more than 1,200 volunteers, and benefited more than 3,000 people [2].

#### *C. The “Feedback” of the Competition on Volunteer Service Projects*

Teacher L of youth league committee of Zhongnan University of Economics and Law referred to the author on his own initiative, the volunteer service organization gains honor prize from the competition, not for personal expenses, but instead and into the next phase of the volunteer service activities, achieving the function of the award-winning projects in feeding back the volunteer organizations in colleges and universities, and promoting the sustainable and in-depth development of the volunteer service projects and organizations in colleges and universities.

### IV. BETTER PLAYING THE ROLE OF COMPETITION AND PROMOTE THE DEVELOPMENT OF COLLEGE STUDENTS' VOLUNTEER SERVICE PROJECTS

The holding of the competition is an important measure to implement the “promotion of credit construction and institutionalization of volunteer service” proposed in the report of the 19th national congress, and continuously promote the development of volunteer service projectization, specialization, institutionalization and informatization. At present, the development and operation of college students' volunteer service projects is a shortcoming, while the competition can strengthen the institutional construction of volunteer service projects, promote the project-based operation of volunteer organizations, make more volunteer service projects and volunteers form a good connection, and let more youth league members participate in volunteer service activities. Therefore, to improve and optimize the project competition and give better play to the role of the competition are crucial to promote the development of college students' volunteer service projects.

#### *A. Optimizing the Cycle Setting of the Competition*

From the organizational point of view, the competition held by the central committee of the youth league prefers to affirm the idea of volunteer service. Specifically, due to the short competition cycle and the immature operation of volunteer service projects, the implementation situation in the later stage of the competition deviates from its original intention. H, a teacher from the youth league committee of China University of Geosciences, said that the application period of the first three sessions of the program was too short, and universities only had one or half a year to prepare for the competition. The tight competition cycle caused pressure on

the volunteer service team: volunteer organizations need to constantly brew new projects. However, it takes a long time for a volunteer service project to be established, cultivated and developed into a mature one. An excellent volunteer service project needs to be carried out continuously, so it is difficult to update one batch every year. Therefore, the organizers should optimize the cycle setting of the competition to better promote the development of long-term volunteer service projects in colleges and universities, avoid excessive development and waste time to establish new volunteer service projects every year.

#### *B. Establishing and Improving the Long-term Working Mechanism of the Project Competition*

The central committee of the league has started to improve the arrangement of the competition system. The volunteer service projects selected as the gold and silver awards can also apply for the demonstration project creation activities in the coming year. With the support of this policy, colleges and universities can further improve the campus volunteer service projects and fully cultivate them before participating in the competition in the next year.

Through the formulation and release of China youth volunteer service project standards and development norms, further optimize the competition review process, refine evaluation standards, standardize scoring methods, realize volunteer service project operation, social mobilization, institutionalized development. The early cultivation, training and support of volunteer service projects should be strengthened and third-party institutions should be entrusted to track and evaluate the projects, so as to establish a long-term working mechanism for the sustainable and in-depth development of volunteer service organizations and projects.

#### *C. Guiding and Supervising the Development of Projects*

Due to the limited social resources and funds, there are more or less conflicts of interests and conflicts of resources between universities, colleges and contention for resources within universities and between universities and social volunteer service projects. It is inevitable for each team to compete with each other to maximize its own interests. But teacher G of Huazhong University of Science and Technology also points out that university volunteer services exist competition is a social phenomenon, is a way to promote the positive communication and development. Competition can serve as a powerful driving for teams to think about how to improve volunteer service projects and continuously promote volunteer project-based operation, social mobilization and normal development.

However, the current situation of vicious competition among volunteer service projects indicates that the communist youth league and colleges and universities need to invest more energy and time in guidance and supervision. At present, it is mainly divided into the following two stages.

1) *Early guidance*: To guide the development and upgrading of emerging training projects and improve the professional and scientific level of volunteer service projects. The central committee of the communist youth league and

the China youth volunteers association have successively issued regulations on volunteer services and other volunteer service management measures. In view of the implementation after the formulation of standards, colleges and universities should solve the problems from the perspective of pre-guidance rather than blindly allow volunteer service organizations and projects to “grow barbarously”.

2) *Later supervision*: We should not only carry out demonstration inspection, network verification, field investigation and random secret visit on the nominated demonstration projects, but also timely assess and supervise the later development process of the project competition and public service entrepreneurship projects, so as to control the disorder of the “one-hit wonder” of volunteer service projects.

#### *D. Timely Tracking Incubation After the Competition*

1) *Tracking and checking items*: In the new demonstration project creation activity of the fourth session, it is stipulated that the nominated project can only be officially named as “national youth volunteer demonstration project” after one year’s examination and acceptance. In the daily management of the demonstration project, unqualified projects need to be rectified within a time limit. The demonstration project expires 2 years after its creation and need to re-participate in the nomination creation activity. These measures facilitate the follow-up development of the project inspection, training and guidance to alleviate the volunteer service projects can not be regulated.

2) *Cultivating project models*: Focus on excavating and cultivating excellent volunteer service projects, play a leading role in demonstration. For four consecutive years, the competition has played a direct role in promoting college students’ volunteer service activities, collecting and supporting projects, and gradually opening the road of national volunteer service project. In the future, more volunteer service projects should be positively connected with volunteers through the form of competitions.

On the one hand, volunteer service projects need to blossom everywhere, forming a good atmosphere for volunteer service in the whole society; On the other hand, we need to guide, cultivate and support high-quality volunteer service projects, so that excellent projects can exert their influence on small and micro volunteer service projects. The organizer can print a book of outstanding and award-winning projects and use it as high-quality materials for youth volunteer service projects to recommend, encourage and support volunteer service projects with promotion value, strengthen the incubation and cultivation of award-winning projects, resource connection and training improvement, and further promote the informatization and socialization of volunteer service.

#### *E. Providing Project Management, Training and Other Services and Opportunities*

1) *Implementing project management*: College volunteers are faced with the challenges of lack of training and lack of professional service. Volunteers are often engaged in volunteer service out of social responsibility and love. Their specialty is difficult to compare with social public welfare organizations and cannot meet the real needs of service objects. The public welfare undertakings in western countries have relatively mature operation mechanism. Their public welfare projects are operated by project through business model, and effective external management results in developed public welfare undertakings. Based on this, we should treat volunteer service activities as specific projects and then implement project management, and constantly explore and create the field and mode of volunteer service work. Teacher Y of youth League committee of Wuhan University of Technology adds to the author, to create a new volunteer service projects from the loose individual volunteer activities in the past, after a long time of continued development and heritage, can have a fixed practice base and volunteers, develop the training methods suitable for tissue characteristics, accumulation of volunteer service innovation practice, and then into a more organized and institutionalized, systematic project management.

2) *Establishing China youth volunteer service project database, talent database and expert database*: At present, most of the activities carried out by volunteer service organizations in colleges and universities are implemented by teachers and students who have experience in volunteer service activities in the past and carry out training according to their own experience. However, no feasible teaching staff base has been established yet. In the opinion of teacher T from the youth league committee of Central China Normal University, most of the activity leaders learn experience and keep exploring in practice, so they are limited in their expertise in volunteer service.

From the perspective of higher level volunteer services, such as China youth volunteers association and youth volunteer action guidance center of the central committee of the communist youth league, they provide all-round human resources and intellectual support in different fields of volunteer activities by establishing volunteer service project database, talent database and expert database. The resource base includes teachers with a variety of volunteer activities and training experience, greatly improving the efficiency of volunteer activities. Colleges and universities can learn from this form. When organizing volunteer service activities or training the backbone members of a volunteer organization, they can invite experts and scholars from outside the university to provide training for college volunteers through training and discussion, so as to improve the scientific and professional level of the project.

#### F. *Incorporating Quality Volunteer Services into the Government's Public Purchase Plan*

"As one of the main bodies participating in social governance, youth volunteer service organizations are an important supplement to government governance and an important part of common governance." as for quality volunteer service projects that have won gold and silver awards, they should be included in the support scope of government purchasing services from social forces carried out by civil affairs departments. The government's public purchase is transferred from the ministry of civil affairs to the local civil affairs department every year, so as to carry out the purchase of public volunteer service projects in the social scope. Volunteer service projects with more meaningful activities and wider beneficiaries have a greater chance to successfully bid for and reach the purchasing cooperation intention with the government.

At the macro level, youth volunteer service should be included in the special financial support of the central government. For the public welfare teams in the whole society, the government requires volunteer organizations to have well-designed project plans, and the organization is responsible for the completion from planning to implementation, while the government is responsible for providing funds for the volunteer service projects.

From the micro level, in addition to the government, the local communist youth league organizations should also provide some administrative funds to support the volunteer service projects in order to promote the integration between communities and universities. The President of the red cuckoo love club of Huazhong Agricultural University suggested that it should include the operation expenditure of national key volunteer service projects, the bonus expenditure of the competition, and the fund expenditure of regular volunteer service projects purchased from social organizations.

#### G. *Promoting the Benign Interaction Between College Students' Volunteer Service Projects and Social Subjects*

The competition has played an important role in promoting the development of volunteer service undertakings and even the public welfare undertakings of the whole society.

1) *Achieving school-enterprise cooperation:* Although the chance of winning a prize in the competition is not high, the new volunteer service projects can get social attention and enterprise support to a certain extent. Though the competition platform, the university volunteer service and project research will be linked with social-related enterprise to achieve school-enterprise cooperation, explore the long-term cooperative mechanism of cooperate social responsibility and volunteer service. In the opinion of all the teachers from universities interviewed, some enterprises provide special funds for universities to carry out volunteer services, and collect and select excellent projects for financial support by means of project bidding. In this process, the enterprise financial support just solved the difficult

dilemma of university volunteers having service projects but no financial support. For example, "Chuang Qingchun", an entrepreneurship competition with national influence, can realize the connection between the projects accumulated in the early stage and the capital injection of enterprises. With the help of the competition, the projects can be further developed, and a similar model can be adopted in public welfare.

2) *Using the Power of Social Promotion:* For instance, holding online and offline project promotion meetings and business fairs, and gathering the public departments, caring enterprises, social organizations, public funds and other forces to participate in the project negotiation and financing; fully mobilizing government resources and social forces at all levels to ensure the smooth development of volunteer service projects; introducing to the society the specific conditions of excellent volunteer service organizations and projects, carrying out negotiations and docking with relevant enterprises and awarding "love enterprise" and other honorary certificates to enterprises that provide support at the official level.

The competition will establish a project promotion platform relying on Internet information platform and public offering foundation. At present, the competition has established a special area for information release of volunteer service organizations with Alibaba, a special area for crowd funding of volunteer service projects with Tencent public welfare, and a new cooperation mechanism with 5 public offering foundations, which will directly promote the institutionalized, project-oriented, professional and information-based development of university volunteer service.

#### H. *Exploring and Creating New Models of Volunteer Service Projects*

1) *Organizing special activities of the competition:* During the competition, a series of cultural communication will be held, such as the opening ceremony and summit forum of volunteer service, the sub-forum of the summit forum and the academic annual meeting of volunteer service, the opening of the functional experience area of volunteer service, the theme exhibition hall of national volunteer service cultural products, the organization of volunteer organization exchanges, and the final evaluation Promote road show of the project. The competition becomes a systematic platform for exchanging ideas on volunteer service nationwide and builds a new volunteer service system featuring outstanding project achievements, remarkable social benefits, high public participation, perfect system construction and innovative activity design.

2) *Creating Volunteer Service Projects:* In terms of competition awards, the past bonus awards was changed to bonus awards combined with online promotion order of crowdfunding platform and expanding the channels for matching volunteer service project resources. Inviting social organizations, third-party evaluation institutions and other

experts and scholars to participate, and expanding the social participation and influence of volunteer service projects. Combining volunteer service projects with innovation, expansion, sustainability, social benefits and social influence, and promoting the transformation of their results, gradually enriching and developing volunteer service projects in specific practices, and promote the successful experience to other colleges and universities, so as to create a brand of volunteer service projects with the characteristics of colleges and universities. For example, the gardener plan of the Benyu volunteer service team of Huazhong Agricultural University has established four main development idea: insisting on carrying out the original project "training for rural teachers in Guizhou and Hubei"; integrating social resources, exploring the establishment of a school-land-enterprise love bridge model, effectively linking enterprise funds, resources and school human resources; local reality and network era characteristics, innovative development of left-behind children urban experiences line project and Qianmo School online support project [3].

3) *Boosting Project Promotion and Upgrading*: The competition will carry out demonstration project creation activities, select excellent projects from the winners of previous competitions, and revitalize the existing development stock of volunteer service projects. We hope that the bronze award and silver award projects will grow into gold awards and gold award projects will continue to develop into demonstration projects. We will stimulate the project construction vitality through continuous reform and innovation and improve the effectiveness of volunteer service activities.

As the "Huashan mountain" of the public welfare sector, experts and scholars from various fields of volunteer service, foundations, young entrepreneurs, representatives of venture capital institutions and heads of social organizations, as the members of the national judging committee of the competition, have played a scientific and comprehensive guiding role in the cultivation, support and training of excellent projects. We should foster and develop public service entrepreneurship organizations, establish and improve the supporting system of experts and scholars, rely on the professional intelligence system platform, improve the service capacity and project management level of volunteer organizations, and build a comprehensive, multi-angle and deep volunteer service resource integration and service management system.

## V. CONCLUSION

As a comprehensive service platform integrating performance display, project exchange, resource sharing and thought guidance, when it comes to future development of the competition and university volunteer service projects, the competition will integrate the development resources of volunteer service projects provided by various fields of society, and constantly promote volunteer service to be project-oriented, professional and institutionalized. The competition will promote the communication and exchange

among volunteer service organizations, attracting more and more public attention to volunteer service and participate in it, guiding college students to continuously gather the strength of youth, and boost the healthy development of economy and society.

As a leading event in the field of volunteer service, the competition cannot be simply regarded as a competition. The communist youth league and universities should increase efforts to provide awards and financial support for excellent volunteer service projects, and constantly launch innovative measures to promote the development of volunteer service activities. We should establish a long-term mechanism for the development of volunteer service projects, create the working model of youth volunteer service, and support the development of university volunteer service organizations. Cultivating and supporting exemplary and innovative volunteer service projects in the university, to form the university's own characteristics of volunteer service projects, and then create a good atmosphere of community supporting and actively participating in the volunteer service.

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