

Managerial Guideline of Constructing Volunteer Service of Art Students of Yulin Normal University

Zhou Dan Dan,
Nitwadee Jirarotephinyo and Somsak Chanphong
Bangkok Thonburi University, Thailand
Corresponding Author, E-mail: 597508851@qq.com

Abstracts

The objectives of this research were: (1) to explore the component of constructing volunteer service incentive mechanism for College Students and (2) to develop the managerial guideline of constructing volunteer service incentive mechanism for College Students .

The research method was a mixed method, including qualitative research and quantitative research. The sample was 300 people from administrators, teacher leaders and teachers of Yulin Normal University obtained by stratified random sampling technique. The key informants were instructors, president or deans, from Chinese Public colleges and universities in Yulin City, obtained by purposive sampling method. The instruments used for data collection were semi-structured interview form, five -point rating scale questionnaires and focus group discussion form. The response rate of questionnaires was 100%. Statistics used for data analysis included frequency, percentage, mean, Standard Deviation, Exploratory Factor Analysis, and content analysis was employed.

Research findings were: (1) The component of strategy of constructing volunteer service incentive mechanism for College Students, there are consists of five components are as follows: 1) Recognition and aspiration, 2) organizational culture and career introduction, 3) personality motivation in life status, 4) group membership and regulations and 5) Social and cultural background.; (2) The guidelines of strategy of constructing volunteer service incentive mechanism for College Students, there are forty guidelines for 5 components consisted of components 1: Recognition and aspiration, there were 8 guidelines; components 2: organizational culture and career introduction, there were 7 guidelines; components 3: personality motivation in life status, there were ten guidelines; components 4: group membership and regulations, there were eleven guidelines; and components 5: social and cultural background, there were 4 guidelines.

Keywords: The managerial guideline of constructing volunteer service incentive mechanism, Art students, Yulin Normal University

Introduction

China's volunteerism has been recognized by people from all walks of life, however, the development of student volunteering still faces many problems, including: the public's awareness and recognition of volunteerism is still insufficient, many people do not understand the connotation and essence of volunteerism, and volunteerism is not yet deeply rooted in people's hearts; the professionalism of volunteerism still needs to be improved. There is still a need to improve the professionalism of volunteerism, as the education and training of

volunteers has not established a corresponding system, resulting in the lack of standardisation and professionalism of volunteers, which is not conducive to the further development of volunteerism; the administrative colour of volunteerism is still relatively strong, and many volunteer activities are still mobilised in the way of administrative mobilisation and organisational mobilisation, which is too administrative and not enough voluntary. In the many years of volunteer work of college students, the author attaches great importance to the organization of volunteer work of college student groups, actively guide and strengthen the cultivation of college students' volunteer work, trying to let students master knowledge and skills, organic integration of theoretical knowledge and practice, to achieve the overall improvement of college students' social adaptation ability, work organization ability and daily communication ability. Therefore, how to better motivate university student volunteers in the arts and build a reasonable incentive mechanism has become a subject that needs to be studied urgently. Many experiments or practices of volunteer education at home and abroad have shown that volunteer education for university students is an effective way to cultivate a proactive, responsible and charitable citizen. Carrying out volunteer education among university students, doing a good job of volunteer education and management, cultivating their volunteer spirit and volunteer consciousness, improving their professional skills and standardisation, will help to promote the deepening of the concept of volunteerism among university students. College student volunteering is an important form of effective social mobilization, and is of far-reaching significance to the innovation of social mobilization system and the improvement of the volunteering system. Only by continuously raising the ideological awareness and dedication of university students can we strengthen moral standards and cultivate cultural literacy, and rely on the development of volunteerism to enhance the civilisation of our society. The study of the incentive mechanism for university students' volunteering provides vivid cases and rich experiences for the future development and education management of volunteering, improves students' sense of social responsibility to serve the country and the people, enhances the spirit of innovation and improves the practical ability to solve problems.

Research Objectives

1. What are the component of constructing volunteer service incentive mechanism for College Students ?
2. What is the guideline of constructing volunteer service incentive mechanism for College Students ?

Research Methodology

1. Population and sample

Step 1 Interview with 7 key informants, including (administrators, professors, teachers)

Step 2 To study with questionnaire. The Sample totaling 300 persons including administrators, professors, lecturers, teaching staff, students of Yulin Normal University selecting by Krejcie and Morgan's table (1970) to determine the sample size and using stratified random sampling technique..

Step 3 Focus group discussion 7 Key informants are the teachers, administrators and art students of Yulin Normal University, Selecting by purposive sampling.

2. Research instruments

Three research instruments were used to three research tools to examine the objectives of this paper. (1) Semi-structured interview (2) A five-point rating scale questionnaire (3) Focus Group Discussion

2.1 Semi-structured interview form

Through the semi-structured interview table, mainly by discovering the main factors, the semi-structured interview is preliminarily completed. The interview was mainly conducted in a non-face-to-face way. A total of 5 respondents were sent by mail and online.

2.2 Five-Point Rating Scale Questionnaire

The researchers used a three-part questionnaire; Part I: Demographic variables (Checklist), General information of the respondents, totaling 6 items, Part II: Voluntary Service education management variable (Five-point rating scale), totaling 76 items, and Part III: Suggestions and additional comments (Open Ended). Each factor is measured on a 5-point Likert's scale.

2.3 Focus Group Discussion

The Key informants were professionals with volunteer service education management experience or using relevant management experience to out work. They have reasonable experience or certain achievements in volunteer service education and management, and their success in volunteer service education and management has been widely recognized.

3. Data collection procedure

(1) Researchers contacted key informants and sent interview questionnaires by email, telephone. (2) This part of the questionnaire can be distributed on site or collected through online links. About 300 questionnaires need to be completed in about 2 weeks. And (3) Group discussions can be conducted on site, with researchers leading participants and open-ended discussions.

4. Data analysis

(1) Conduct content analysis on the results of the interview (2) Descriptive statistical methods were used for analysis, including frequency, percentage, mean and variance. To achieve the results of objective 1. (3) Conduct content analysis on the results of focus group discussion to obtain the results of objective 2 (4) Analysis data with SPSS by Exploratory Factor Analysis method.

Results

Part I: Description and analysis of basic information of respondents

72.70% of the sample was female, most of the samples are management, with a total of 78, From the communist youth league member, the majority of the sample is " communist youth league member ", the proportion is 36.30%. In terms of the distribution of management yes, most of the samples are management, 63.3%. The proportion of the sample with major School of Fine Arts and Design was 69.7 %. In the future, will participate in voluntary service, 46.60% of the sample were "". In addition, the percentage of professors was 76.0 percent.

Part II Result of Data Analysis on Questionnaire: Exploratory Factor Analysis

The researchers summed up a total of 76 variables based on the literature and expert interviews, and compiled a research instruments based on them as a five-point subscale questionnaire. The quality of the instrument is verified by content validity and reliability. The Item-Objective Congruence (IOC) was used to evaluate the items of the questionnaire based on the score range from -1 to +1. The items that had scores between 0.60-1.00. As a result,

Cronbach’s alpha coefficient was at 0.957 which can be used to describe the reliability of questionnaire.

Validity analysis

Table-4-7 The KMO test and the Bartlett's test

KMO		0.962
The Bartlett Sphelicity Test	Approximate chi square	11590.551
	df	1128
	P	0.000***

The above table shows the results of KMO test and Bartlett sphere test, which are used to analyze whether factor analysis can be performed. If we pass the KMO test ($KMO > 0.60$), KMO equal 0.962, it shows that there is a correlation between the variables of the item, which meets the requirements of factor analysis. If it passed Bartlett test, it was significant, then factor analysis could be done.

Part II questionnaire data analysis results: variable analysis

the strategy of constructing volunteer service incentive mechanism for College Students. The researchers analyzed the arithmetic mean (\bar{x}) and standard deviation(S.D). It shows the arithmetic mean, standard deviation and level of each method variable, which is an integral part of the strategy of constructing volunteer service incentive mechanism for College students.

Table 4-9: Descriptive statistics

(n=300)

Variables	MEAN	(S.D.)	SK		KU		Level
1.students feel that helping others is very important	4.20	0.64	-.435	.141	.441	.281	high
2.students care about those unfortunate people	3.62	0.79	-.188	.141	.020	.281	high
3.students sincerely care about the objects of college students in voluntary service	4.12	0.67	-.608	.141	1.351	.281	high
4.enables college students to learn a lot of practical experience	3.94	0.71	-.260	.141	-.132	.281	high
5.enables college students to have a deeper understanding of what they are doing	3.70	0.86	-.434	.141	-.210	.281	high
6.gives college students a new understanding of things	3.62	0.83	-.340	.141	-.060	.281	high

Variables	MEAN	(S.D.)	SK		KU		Level
7.Participating in voluntary service and broadening college students' career choices	3.28	0.93	.016	.141	-.558	.281	moderate
8.can help college students succeed in employment	3.20	0.93	.112	.141	-.929	.281	moderate
9.will help college students meet people who are helpful to their careers	3.76	0.77	-.376	.141	-.088	.281	high
10.can enrich the resumes of college students	3.62	0.83	-.421	.141	-.350	.281	high
11.makes college students feel that they are needed	3.75	0.83	-.350	.141	-.342	.281	high
12.makes college students feel important	4.00	0.72	-.858	.141	1.633	.281	high
13.makes college students feel better	4.08	0.63	-.308	.141	.486	.281	high
14.to help college students forget their past unhappiness	3.92	0.69	-.436	.141	.417	.281	high
15.makes college students less lonely	3.96	0.69	-.554	.141	.729	.281	high
16.helps college students overcome their own problems	3.98	0.69	-.651	.141	1.368	.281	high
17. People around college students have received the help of voluntary service	4.11	0.59	-.522	.141	2.603	.281	high
18. People around college students want college students to be volunteers	4.09	0.57	-.317	.141	1.390	.281	high
19. People around college students think voluntary service is very meaningful	4.06	0.63	-.369	.141	.680	.281	high
20. College students feel that helping others is very important	3.55	0.72	.172	.141	-.312	.281	high
21. Parents' recognition of voluntary service	3.34	0.77	.384	.141	-.132	.281	moderate
22. Recognition of voluntary service by relatives	3.29	0.91	.073	.141	-.650	.281	moderate
23. Recognition of voluntary service by good friends	3.20	0.93	.099	.141	-.758	.281	moderate
24. Teachers' recognition of voluntary service	3.47	0.72	.280	.141	-.201	.281	moderate
25. The school's recognition of voluntary service	4.00	0.67	-.461	.141	.598	.281	high
26. The degree of mobilization of volunteers to college students	3.28	0.96	.150	.141	-.890	.281	moderate
27. Trust level of volunteer organizers	3.45	0.78	.252	.141	-.118	.281	moderate

Variables	MEAN	(S.D.)	SK		KU		Level
28. Demonstration degree of public figures and other role models	3.93	0.61	-.236	.141	.478	.281	high
29. The degree to which moral beliefs guide college students	3.97	0.61	-.420	.141	1.025	.281	high
30. The degree of instruction of rules and regulations to college students	3.37	0.86	-.003	.141	-.702	.281	moderate
31. Driving degree of social responsibility on college students	3.35	0.92	-.081	.141	-.624	.281	moderate

Table 4-9: Descriptive statistics(Continued)

(n=300)

Variables	MEAN	(S.D.)	SK		KU		Level
32. The influence of public opinion on college students	4.06	0.58	-.410	.141	1.453	.281	high
33. College students will spend time helping people in need	4.00	0.59	-.188	.141	.456	.281	high
34. College students will use their skills to help people in need	4.10	0.52	-.026	.141	1.159	.281	high
35. College students will put their energy into a volunteer group	4.12	0.52	.143	.141	.443	.281	high
36. College students will participate in activities to support a volunteer team	4.12	0.59	-.232	.141	.617	.281	high
37. College students will use their talents to help a volunteer group	4.20	0.64	-.435	.141	.441	.281	high
38. starting from the three levels of society,	3.64	0.76	.033	.141	-.425	.281	high
39. school and individual, to tap the inherent potential of college students' volunteer service	4.13	0.65	-.350	.141	.243	.281	high
40. strengthen the cultivation and education of college students' awareness of volunteer service	3.95	0.69	-.227	.141	-.175	.281	high
41. improve college students' volunteer service	3.70	0.85	-.456	.141	-.178	.281	high
42. start time	3.62	0.82	-.273	.141	-.211	.281	high
43. project goals	3.32	0.89	.143	.141	-.745	.281	moderate
44. volunteer sources and project content	3.20	0.93	.162	.141	-.974	.281	moderate

Variables	MEAN	(S.D.)	SK		KU		Level
45. project background, main practices	3.77	0.76	-.383	.141	-.046	.281	high
46. historical development, operation and implementation	3.61	0.85	-.469	.141	-.245	.281	high
47. team building,	3.75	0.84	-.371	.141	-.332	.281	high
48. achievements and case reviews	4.00	0.71	-.737	.141	1.091	.281	high
49. the ideological and political education as the subject background,	4.08	0.62	-.308	.141	.486	.281	high
50. the cultivation of the spiritual power of college students' volunteer service as the research object	3.91	0.70	-.463	.141	.447	.281	high
51. widely established in foreign colleges and universities, ,	3.95	0.69	-.581	.141	.749	.281	high
52. focusing on the cultivation of volunteer spirit and quality ability in training	4.00	0.66	-.473	.141	.702	.281	high
53. for college students The quality of volunteer service is guaranteed.	4.12	0.56	-.081	.141	.581	.281	high
54. perspective is relatively novel, ,	4.09	0.57	-.317	.141	1.322	.281	high
55. breaking through the limitations of the academic circles that are not systematic and complete	4.06	0.63	-.369	.141	.680	.281	high
56. comprehensively discusses cultural diversity	3.54	0.72	.174	.141	-.297	.281	high
57. innovation practice characterized by institutionalized development	3.33	0.77	.395	.141	-.117	.281	moderate
58. improving the volunteer volunteer service	3.29	0.89	.099	.141	-.688	.281	moderate
59. improving the volunteer service management system,	3.23	0.92	.175	.141	-.875	.281	moderate
60. project-based development and informatization development	3.47	0.72	.280	.141	-.201	.281	moderate
61. propose a new pattern of promoting bottom-up volunteer service participation in social governance	3.99	0.69	-.656	.141	1.358	.281	high
62. Fun and enjoyment,	3.26	0.97	.231	.141	-.942	.281	moderate
63. Instilling the value of volunteering to kids	3.46	0.77	.324	.141	-.304	.281	moderate

Variables	MEAN	(S.D.)	SK		KU		Level
64. Learning through volunteering	3.93	0.61	-.236	.141	.478	.281	high
65. Preparing kids for the future	3.97	0.61	-.420	.141	1.025	.281	high
66. Resources	3.33	0.88	-.085	.141	-.507	.281	moderate
67. Spending time with family	3.31	0.93	-.060	.141	-.590	.281	moderate
68. Supporting important values and activities	4.06	0.58	-.414	.141	1.525	.281	high
69. Teamwork and relationships are vital for volunteer work	3.91	0.70	-.459	.141	.420	.281	high
70. Implications of the findings related to future research and clinical work with families containing volunteers are provided	3.95	0.70	-.578	.141	.721	.281	high
71. have a deep understanding of the spirit of volunteer service	4.00	0.66	-.431	.141	.663	.281	high
72. Good atmosphere give full play to the key role of colleges and universities in the spirit of volunteer service	4.12	0.56	-.081	.141	.581	.281	high
73. individual citizens should consciously enhance their awareness of volunteer service	4.09	0.57	-.317	.141	1.390	.281	high
74. attach importance to guiding college students to internalize the spirit of volunteer service	4.06	0.63	-.369	.141	.680	.281	high
75. internalize the spirit of volunteer service, improve the support for volunteer service	3.54	0.71	.174	.141	-.297	.281	high
76. improve the volunteer security system, and improve volunteer service capabilities	3.33	0.77	.407	.141	-.100	.281	moderate

As can be seen from table 4-9, in general, 76 questions are all about arithmetic the average value (\bar{x}) is between 3.20-4.20, indicating that the respondents have opinions on this level variable value from arithmetic mean (\bar{x}), from medium to high, standard the deviation (S.D.) is between 0.56-0.97, indicating that there are great differences among respondents' views on variables. The variable with the largest arithmetic value (\bar{x}) is variable 37. Your organization has a strict student management system. Its the arithmetic mean (\bar{x}) is 4.20, and the standard deviation (S.D.) is 0.64, which shows that the acceptance of this item is relatively consistent among all investigators, and the acceptance is high. It shows that the performance similarity of the surveyed in this item is high.

Table 4-10 shows the eigenvalues, percentage variance, and cumulative variance the strategy of constructing volunteer service incentive mechanism for College students. Characteristic value, variance percentage, cumulative variance percentage.

Table 4.-10 Data analysis results of the third part of the questionnaire.

n=300

Component	Rotation sums of squared Loadings		
	Eigenvalues	Percentage of Variance	Percentage of Cumulative
1	13.718	18.050	18.050
2	10.549	13.880	31.930
3	8.855	11.652	43.582
4	5.892	7.752	51.334
5	5.694	7.492	58.826

Extraction method: principal component analysis

It can be concluded from table 4-10 that the strategy of constructing volunteer service incentive mechanism for College students. When the rotation axis explained 58.826% of the total difference.

Component 1 has a the maximum eigenvalue is 13.718, which can explain 18.050% of the total variance of each component. The maximum characteristic value of component 2 is 10.549. It can explain that the total variance of each component is 13.880%. The maximum characteristic value of component 3 is 8.855, It can explain that the total variance of each component is 11.652%. It can explain the total the difference of each component was 43.582%. The maximum characteristic value of component 4 is 5.892, which can explain 7.752% of the total variance of each component, and it can explain 51.334% of the total variance. Component 5 has a maximum eigenvalue of 5.694, which can explain the total variance of each component is 7.492%, which can explain 58.826% of the total variance stay. Factor analysis and principal component analysis were used to analyzed the influencing factors. The rotation adopts the maximum variance orthogonal rotation method, with a total of 5 factors Extracted fixedly. It is generally believed that the total variance interpretation. Factor extraction rate is greater than 60%, indicating sufficient information has been extracted. Factor loading variables described in each major component after rotating the axis.

Table 4-11 data analysis results of the third part of the questionnaire

Data analysis results of the third part of the questionnaire					
Factor loading					
Variable	Component				
	1	2	3	4	5
54	.842				
73	.835				
18	.835				
74	.804				
19	.804				
55	.804				
17	.755				

Data analysis results of the third part of the questionnaire					
Factor loading					
Variable	Component				
	1	2	3	4	5
72	.742				
53	.734				
36	.669				
35	.659				
29	.653				
65	.653				
34	.617				
32	.598				
61	.592				
68	.589				
25	.576				
33	.528				
1	.509				
37	.509				
76		.771			
21		.771			
57		.763			
75		.734			
56		.734			
27		.731			
20		.730			
60		.726			
24		.726			
63		.724			
2		.645			
38		.638			
4		.572			
40		.568			
47			.781		
11			.771		
48			.712		
71			.683		
52			.680		
51			.680		
70			.677		
12			.676		
15			.672		
16			.669		
10			.616		
46			.608		
9			.519		
45			.503		

Data analysis results of the third part of the questionnaire					
Factor loading					
Variable	Component				
	1	2	3	4	5
5				.722	
41				.717	
6				.706	
42				.694	
44				.676	
8				.671	
43				.569	
7				.560	
22					.792
58					.785
23					.769
59					.748
66					.664
30					.634
26					.596
62					.568
67					.540
31					.540

According to the research criteria, When the number of variables contained in a dimension is less than 3, the dimension will not be used. Also remove entries with factor loading scores below 0.5 and retained the items with scores higher than 0.5. The elements and related factors of component are based on the criteria of selecting components. There are 5 components in total; The first components: twenty-one variables; The second components: fourteen variables; The third components: fourteen variables; The fourth components: 8 variables; and The fifth components: 5 variables. It shows the strategy of constructing volunteer service incentive mechanism for College students.

Table 4-12 Data analysis results of the third part of the questionnaire

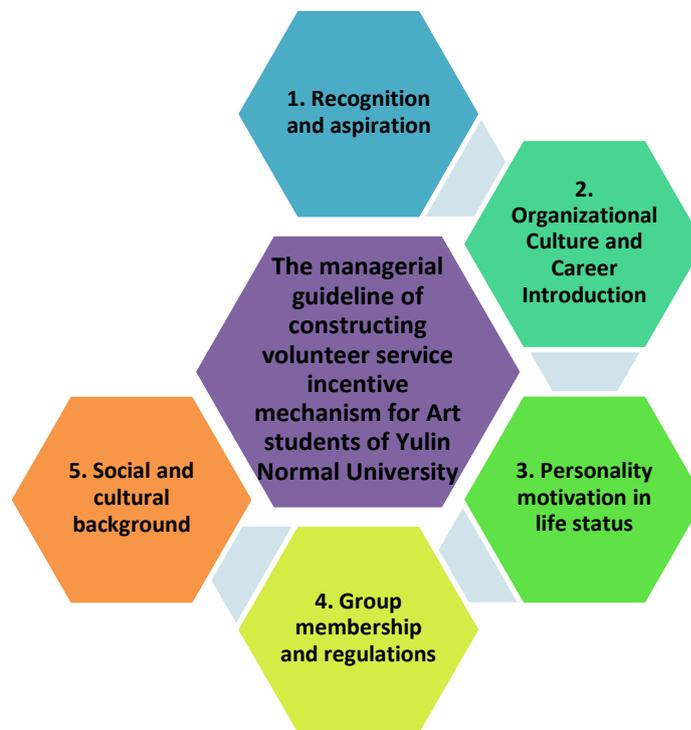
Order	Assembly	Number of variables	Factor load
1	Component 1	21	0.509-0.842
2	Component 2	14	0.568-0.771
3	Component 3	14	0.503-0.781
4	Component 4	8	0.560-0.722
5	Component 5	5	0.540-0.792
	All	62	0.503-0.842

According to table 4.12, there are 4 qualified components as follows; Component 1 contains twenty-one that describe the component. Coefficient load is between 0.509-0.842; Component 2 with fourteen variables, the coefficient load of the component is between 0.568-0.771; the third components contains fourteen variables describing the components, and the factor load is between 0.503-0.781; Component 4 contains 8 variables, describing the load between components and factors of 0.560-0.722; and the fifth components: 5 variables. The total number of variables describing these five variables is 62 variables, and the factor load is between 0.503-0.842.

Data analysis results of the third part of the questionnaire:

1. component 1 is described by 21 key variables. After rotation, on the shaft, the variable factor load in the component is between 0.509-0.842, with the maximum eigenvalue of 13.718, which can explain that the total variance is 18.050%. Compared with the variance of other components, it is found that this part is the most important, that is, all 21 variables are the best combination with the component. Researchers named it “**Recognition and aspiration**”
2. component 2 is described by 14 key variables. After rotation, on the shaft, the factor load in the assembly is between 0.568-0.771, with the maximum eigenvalue of 10.549, which can explain 13.880% of the total variance. Researchers named it “**Organizational Culture and Career Introduction.**”
3. component 3 is described by 14 key variables. When the shaft is rotated later, the factor load in the assembly is between 0.503-0.781, and the maximum characteristic value is 8.855, which can explain the total variance of 11.652%. which is named “**Personality motivation in life status**”
4. component 4 is described by 8 key variables. After the variable rotation axis, the factor load in the component is between 0.560-0.722, and the maximum characteristic value is 5.892, which can explain 7.752%. Researchers named it “**Group membership and regulations**”.
And 5. Component 4 is described by 10 key variables. After the variable rotation axis, the factor load in the component is between 0.540-0.792, and the maximum characteristic value is 5.694, which can explain 7.492%. Researchers named it “**Social and cultural background**”.

Exploratory factor analysis was used for management. It can be summarized as follows Figure 01: the strategy of constructing volunteer service incentive mechanism for College students.



As can be seen from figure 01, consists of five parts. Components are described in detail as follows: 1. component 1 "Recognition and aspiration" consists of 21 variables: 2. component 2 "Organizational Culture and Career Introduction" consists of 14 variables: 3. component 3 "Personality motivation in life status" consists of 14 components: 4. Component 4 "Group membership and regulations" consists of 8 variables: 5. Component 5 "Social and cultural background" consists of 10 variables:

Part III The guideline of strategy of constructing volunteer service incentive mechanism for College Students.

There are 40 guidelines in total, divided into 5 sections. Among them, there are 8 guidelines for Recognition and aspiration, 7 guidelines for organizational culture and career introduction, 10 guidelines for personality motivation in life status, 11 guidelines for group membership and regulations, and 4 guidelines for Social and cultural background. Expert-advocated guidelines identified through focus group discussions, some with multiple meanings. The guidelines mentioned in the 5 sections are detailed below.

Recognition and aspiration : example as

1. Volunteer activities should work with heart without expecting anything in return. The importance of making others happy must be emphasized.
2. Must to survey the area for organizing activities appropriately taking into account the location or group of people who are in real need to help.
3. Organizing volunteer activities must cover all aspects, including youth development and learning promotion. Environmental conservation public health and quality of life development and Aesthetic Education and arts and culture.
4. the establishment of volunteer service with Chinese characteristics, and promoting the development of volunteer service in the main direction of future.

Organizational culture and career introduction

1. Materials, equipment, materials and equipment must be provided sufficiently for use in activities and project arrangements. And prepare a plan to use the equipment to be worthwhile and suitable for the activity. By exploring the materials that will be used in advance and prepare back-up equipment

2. Management must prioritize operations to be more systematic and plan the operations before and after clearly. And divide responsibilities clearly Delegate work without overlapping duties

3. strengthening in the mobilization, organization, and training of the Communist Youth League in colleges and universities

Personality motivation in life status

1. Volunteers' satisfaction positively predicts their intention to spread positive word-of-mouth and continue volunteering for future events through affective commitment.

2. volunteers' intention to spread word-of-mouth also influences their intention to stay.

3. Transformational leadership positively impacts social change by effectively motivating the nonprofit volunteer workforce, thereby enhancing service delivery to local communities.

Group membership and regulations

1. The networks must have the same purpose to work doing projects in collaboration with other agencies and work together to solve problems.

2. Have a good network relationship listening to each other's opinions to create unity within the network.

3. Have to continually communicate with members of the network, having discussions and exchanging ideas, help or things together all the time.

Social and cultural background

1. Development the innovative epidemic prevention and control volunteer services.

2. Forming a good social practice. Moral quality is also conducive to promoting the normalized development of college students' volunteer service activities,

3. Strengthening the important way for the development of college students' ideological and political education.

Conclusions

Through content analysis. After data collection, content analysis will be conducted to analyze the collected data. From the perspective of research objectives, the main findings are as follows: -

1. The component of strategy of constructing volunteer service incentive mechanism for College Students, there are consists of five components are as follows: 1) Recognition and aspiration, 2) organizational culture and career introduction, 3) personality motivation in life status, 4) group membership and regulations and 5) Social and cultural background.

2. The guideline of strategy of constructing volunteer service incentive mechanism for College Students, there are 40 guidelines in total, divided into 5 sections. Among them, there are 8 guidelines for Recognition and aspiration, 7 guidelines for organizational culture and career introduction, 10 guidelines for personality motivation in life status, 11 guidelines for group membership and regulations, and 4 guidelines for social and cultural background.

Discussion

Based on the research objectives, the discussion was presented as follows:

5.2.1 Section 1 Discussion about major findings of objective 1

The component of strategy of constructing volunteer service incentive mechanism for College Students, there are consists of five components are as follows: 1) Recognition and aspiration, 2) organizational culture and career introduction, 3) personality motivation in life status, 4) group membership and regulations and 5) Social and cultural background. The main findings are as follows: This is because these five aspects are crucial to the strategy of constructing volunteer service incentive mechanism for College Students. College student volunteers need to fulfill four obligations, including (1) fulfilling their commitment to volunteer service, (2) not engaging in any activities for profit or against social morality as a volunteer, (3) consciously maintaining group organizations and volunteers (4) Relevant laws and regulations and other obligations stipulated by group organizations and volunteer organizations. (Luo Gongli & Xiao Qiang, 2014: 44-45).

Component 1: Recognition and aspiration, The result of this research may be because, while providing volunteer services, volunteers also hope to satisfy their own demands and goals. Therefore, in the management of volunteer services, guaranteeing and motivating volunteers can better promote the healthy development of volunteer services. The strength of volunteers' willingness to provide voluntary services lies in their willingness. Providing appropriate volunteer service guarantees and incentives has a positive effect on promoting the development of voluntary services, and can encourage volunteers to actively participate in voluntary service activities and improve the quality of voluntary services. A good volunteer incentive system, together with good implementation measures, can ensure that the volunteer service achieves the expected effect and plays a correct guiding role. Therefore, it is very necessary to formulate a suitable volunteer service incentive system. Motivation is divided into material incentives and spiritual incentives. Material motivation and spiritual motivation are the satisfaction of people's material needs and spiritual needs, and people's material needs and spiritual needs are restricted by various factors in level and degree, and are constantly changing with the development of subjective and objective conditions. From a social point of view, generally speaking, people's material needs will be stronger when the level of social, economic and cultural development is relatively low, while people's spiritual needs will dominate when the level of social, economic and cultural development is relatively high. From a personal point of view, a person's education level, the nature of the work he does, and the values formed by his own moral cultivation will also have a great impact on motivational needs. (Dong Fang xin & Scout, 2020: 100-103) which is consistent with Guo Yuhua believes that the incentive mechanism "is a process of obtaining incentives in the process of mobilization, organization, and operation, and it is the driving force from the process of interaction with the society, and it is a process of continuous interaction and construction (Guo Yuhua & Yang Yiyin, 1999: 26).

Component 2: Organizational culture and career introduction, The result of this research may be because, In terms of organization and management of volunteer service news and publicity work, it is necessary to establish a news and publicity agency within the volunteer service organization for volunteer service news and publicity work. Volunteer service organizations can set up special working groups to be responsible for volunteer service news and publicity work. Volunteer service organizations should choose media suitable for their own characteristics to carry out volunteer service news publicity. (Dong Fangxin & Scout, 2020:

151). The perspective of incentive subjects, the various incentive subjects of college students' volunteer service include colleges and universities, society, organizations, and individuals to motivate and influence volunteers, so that college students can widely participate in volunteer services and continue to complete the tasks of volunteer organizations. From the perspective of motivational objects, namely college students, it means that college students take the initiative to become volunteers through motivation and actively complete service projects. In addition to the incentive subject and incentive object, the incentive mechanism also includes incentive means and their results, among which the incentive means has internal incentives and external incentives. As mentioned above, the mechanism is like a machine. It is the structure of each organism, and each structure must be able to cooperate with each other to achieve the perfect effect. (Zhang Shuqiong, 2015:22).

Component 3: Personality motivation in life status. The result of this research may be because, Motivation is divided into material incentives and spiritual incentives. Material motivation and spiritual motivation are the satisfaction of people's material needs and spiritual needs, and people's material needs and spiritual needs are restricted by various factors in level and degree, and are constantly changing with the development of subjective and objective conditions. From a social point of view, generally speaking, people's material needs will be stronger when the level of social, economic and cultural development is relatively low, while people's spiritual needs will dominate when the level of social, economic and cultural development is relatively high. From a personal point of view, a person's education level, the nature of the work he does, and the values formed by his own moral cultivation will also have a great impact on motivational needs. (Dong Fangxin & Scout, 2020: 100-103). Zhao Aiyan and others proposed to fully understand the internal needs of volunteers, and at the same time consider his ability, awareness, and the role of environmental factors, and implement appropriate intrinsic and extrinsic rewards based on job performance. reward incentive model. (Zhao Aiyan, 2007).

Component 4: Group membership and regulations. This study is in line with Frederick Herzberg's four-stage Theory and Abraham H. Maslow's Theory of Needs. Esteem Needs Once the need for love and acceptance has been met. People want to build their status higher, to stand out, to have pride and to build their self-esteem. Appreciate the success of the work done. a sense of self-confidence and dignity These requirements, such as rank, position, high salary, challenging work, being praised by others. Participate in decision-making on the job Opportunities for career advancement, etc. This study is in cooperation with Zhang Wenzhi (2019), Research on Volunteer Service of College Students in the New Era. Taking college students' volunteer service as the breakthrough point, this paper analyzes the connotation characteristics, development stages, existing problems and main reasons of college students' volunteer service. On this basis, this paper discusses the main paths of college students' volunteer service in the new era from five aspects, starting from the three levels of society, school and individual, to tap the inherent potential of college students' volunteer service, strengthen the cultivation and education of college students' awareness of volunteer service, and improve college students' volunteer service.

Component 5: Social and cultural background. This study is in cooperation with Saman Rangsiyokrit and Sutee Sutthi Somboon (2001) emphasized the importance of coordination as follows: 1) Coordination is about aligning tasks conflict free or overlapping or overlapping, that is to say. Arranging each part of work to be accepted at the right timing or time (Timing) and can blend seamlessly into each other (Integrating) 2) Coordination is about

Cooperation (Cooperation) Coordination is not about organizing work to be coordinated. only, but it is a matter of cooperation from all parties in order to achieve the goal in the form of teamwork as well, and coordination is about communication (Communication) One of the key principles in the administration is other people or other units that will cooperate Coordinate with our agency only if he understands the objectives or that need is clear, an important tool to create good understanding with each other because if communication is poor, misunderstandings occur. Coordination will not work. Ding Yuanzhu believes that the volunteer service mechanism is a human behavior model that can motivate people to voluntarily contribute their time, energy and knowledge to others without compensation.

5.2.2 Section 2 Discussion about major findings of objective 2

There are 40 guideline of strategy of constructing volunteer service incentive mechanism for College Students.

The main findings are as follows:

The guideline of strategy of constructing volunteer service incentive mechanism for College Students. There are 40 guidelines in total, divided into 5 sections. Among them, there are 8 guidelines for Recognition and aspiration, 7 guidelines for organizational culture and career introduction, 10 guidelines for personality motivation in life status, 11 guidelines for group membership and regulations, and 4 guidelines for Social and cultural background. Expert-advocated guidelines identified through focus group discussions, some with multiple meanings. The guidelines mentioned in the 5 sections. The research results are consistent with those of Zhang Wenzhi (2019), Qiao Yonggang (2019), Zhang Xiaohong (2019), Wang Yan (2020), Dong Fangxin & Scout (2020), Hou Haiwen (2021), Tian Huan (2021), Kang Yanmei (2021), Li Yunyun (2021), Zhang Qiang others (2020, 99-103), Lu Shizhen (2020), He Han & Zhang Jing (2020, 50-52), Zhang Jun & Liu Yu (2020), Sabrina Dawn Wegner, (2019), Chen Huazhou & Xiang Weiwei (2020), Victoria Bohannon Buck. (2018), Spencer A. Taylor. (2019), Lisa Leveque. (2020), Jennifer Garcia (2021), Mary Sosa. (2022), it is mainly formulated for the needs of strategy of constructing volunteer service incentive mechanism for College Students, which conforms to Frederick Herzberg's two and four factors theory and Abraham H. Maslow's demand theory. On the basis of meeting the needs of constructing volunteer service incentive mechanism, we will manage. This conclusion is consistent with the research of Bai Xiaoxue (2016), The Volunteer Service Research for College Students with the Ideological and Political Education. The countermeasures to promote the volunteer service of college students in the ideological and political education, put forward the government and related departments to pay attention to the volunteer service of college students, colleges and universities integrate the volunteer service of college students into the ideological and political education and social practice to stimulate the subjective initiative of college students' volunteer service.; Consistent with the study of ; Zhang Xiaohong (2019). Consistent with the study of; Zhang Hongxia (2020), Research on the educational function of college students' volunteer service under the background of cultural diversity. From the perspective of cultural diversity and the function of educating people as the starting point, this paper deeply discusses the issues related to the voluntary service education of college students in our country. The research perspective is relatively novel, breaking through the limitations of the academic circles that are not systematic and complete, and comprehensively discusses cultural diversity. This paper puts forward new viewpoints, and the research is systematic and holistic. Using empirical research methods to combine theoretical analysis with empirical investigations, the research methods are innovative; Consistent with the research results of Michael D. White. (2016), Volunteer

Management: Understanding Volunteer Motivation and Recognizing Critical Tactics for Managing the Volunteer Workforce. This dissertation could be used to provide managers with insights into essential strategies for effectively managing a volunteer workforce. Data from the study acknowledges that different organizations with different voluntary activities must engage in unique strategies. However, the study concluded with distinct strategies essential to volunteer management no matter the organization or the volunteer activity. The essential strategies for volunteer management are: (a) acquiring, (b) developing, and (c) maintaining this workforce. These three strategies are equally important; each strategy affects the others; Consistent with the study of ; Sabrina Dawn Wegner,(2019), Motivations for volunteering in youth group. This study was a phenomenological study exploring the motivations of parents to volunteer in their adolescent children' s youth group activities. Participants were parents of adolescents aged 11 to 18 who volunteered in some capacity with at least one youth group activity of one kid. Data was gathered through focus groups and 15 participants attended one of four focus groups. Results revealed nine themes of factors motivating parents' decisions to volunteer in their kids' youth group activities: (a) Fun and enjoyment, (b) Instilling the value of volunteering to kids, (c) Learning through volunteering, (d) Preparing kids for the future, (e) Resources, (f) Spending time with family, (g) Supporting important values and activities, (h) Teamwork and relationships are vital for volunteer work, and (i) Volunteering because others do not. Implications of the findings related to future research and clinical work with families containing volunteers are provided, which suggested relational and developmental benefits to acknowledging and/or utilizing volunteering;

Recommendations

1. Recommendation for application

Suggestions on Managerial guideline of constructing volunteer service of art students of Yulin Normal University. this research puts forward the following suggestions:

1. Internal management in terms of personnel, coordination with cooperation understanding and helping each other Participation in correcting errors arising from activities at the lowest level. In terms of materials and equipment, although the use of technology media is at the highest level.
2. Religious and cultural volunteer activities were the least practiced compared to with other activities It means that organizing activities in this area may not get the attention of youth groups.
3. Coordination of important things to communicate clearly. and inform information correct as well as having regular discussions with members and receiving opinions from each other including giving importance to attach importance to follow-up and evaluation
4. Building a strong network should have the same purpose in work by doing projects with other agencies and work together to solve the problem. Establishing a volunteering points system and recording of service data. However, networking should starts with strengthening the members of the internal network first and then building the external network.
5. Organizing volunteer activities must cover all aspects, including youth development and learning promotion. environmental conservation public health and quality of life development and Aesthetic Education and arts and culture.

2. Recommendation for further study

There are further in-depth research contents, as follows:

1. further expand the sample size, in order to more accurately understand the department's using management and education and other disciplines related theory and knowledge methods, through the observation and data analysis..

2. Research and development for volunteer management in strategy of constructing volunteer service incentive mechanism for College Students, should be applied in area to use and test the efficiency after the completion of the operation. Testing the effectiveness of the volunteering points system and system.

3. Study other management variables that can be applied to volunteer organizations

4. Carry out comparative research for different provinces and cities, repeatedly compare the same type of colleges and universities, and verify and analyze similar research topics, so as to find out the optimal scheme.

5. On the basis of the exploratory factor (EFA) analysis, further confirmatory factor (CFA) analysis is carried out, in order to put forward more accurate suggestions for the management and development of strategy of constructing volunteer service incentive mechanism in colleges and universities.

References

- Bai, X. (2016). *The volunteer service research for college students with the ideological and political education* [Doctoral dissertation, Shenyang Normal University].
- Dong, F., & Tong, J. (2020). *Voluntary service organization management*. South China University of Technology Press.
- Guo, Y., & Yang, Y. (1999). *Business Common -- A case study of incentive mechanism in the third sector*. Zhejiang People's Publishing House.
- Hou, H. (2021). *Study on the spirit of volunteer service in epidemic prevention and control and its cultivation path* [Northeast Petroleum University].
- Kang, Y. (2021). *The path of promoting the spirit of college students volunteers under the background of epidemic prevention and control* [Shanxi University of Finance and
- Leveque, L. (2020). *Relationships of volunteer characteristics, nonprofit leadership styles, and older adult volunteer retention* [Doctoral dissertation, Capella University].
- Li, X., Zang, Y., & Ran, K. (2020). An analysis of innovative practice paths of university voluntary service in the context of COVID-19. *Studies in the CCYL of Colleges*(1), 97-100.
- Li, Y. (2021). *Investigation and research on the status Quo of university students' volunteer service under the background of epidemic prevention and control: Take colleges and universities in Inner Mongolia as an example* [Inner Mongolia Normal University].
- Lin, T. (2018). *An integrated model of volunteers' motivations, interpersonal exchange and behavioral intentions: A case of event volunteers* [Doctoral dissertation, Oklahoma State University].
- Liu, C. (2020). *Proposal of the CPC central committee on the formulation of the 14th five-year plan for national economic and social development and the long-range goals for the 2030s*. Xinhuashe. http://www.gov.cn/xinwen/2020-11/03/content_5556991.htm
- Liu, Y. (2015). *Establish and improve the Youth Volunteer Service Mechanism: Taking Jiangxi Province as a case* [Doctoral dissertation, Nanchang University].

- Luo, G., & Xiao, Q. (2014). *Study on long-term mechanism Construction of Youth Volunteer Service: A case study of college students volunteer service in Shandong Province*. Economic Science Press.
- Ma, S. (2014). *Research on college students lack of volunteerism and its cultivate* [Doctoral dissertation, Changchun University of Science and Technology].
- Maslow, A. H. (1987). *Motivation and personality*. HarperCollins.
- Tian, H. (2021). *Research on improving the quality of ideological and political work in colleges and universities under the background of epidemic prevention and control* [Nanchang University].
- Wang, X., & Yan, C. (2019). The reference study of voluntary service education of college students abroad. *Journal of Anshan Normal University*, 21(3), 90-93.
- Wang, Y. (2014). *The research on the volunteer service intention and behavior of college students in the view of the theory of planned behavior* [Doctoral dissertation, Southwest Jiaotong University].
- Zhang, S. (2015b). *Research on the construction of incentive mechanism for university students' voluntary service* [Doctoral dissertation, East China Normal University].
- Zhang, W. (2019). *A Study on the Volunteer Service of College Students in the New Era* [Doctoral dissertation, Northeast Normal University].
- Zhang, X. (2017). *On voluntary service education*. People's Publishing House.
- Zhang, X. (2019). *Case study of university volunteer service project*. People's Publishing House.