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Review Article

The Cultivation Strategy of College Students' Volunteer Service Spirit

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Abstract: This article focuses on the cultivation strategy of college students' volunteer service spirit, taking the volunteer point exchange system as the key entry point, profoundly analyzing the problems existing in its practice in China, and proposing targeted optimization strategies. In addition, taking Xu Wen's volunteer service as an example, this study explores in depth how the volunteer service points exchange system is applied to cultivate the spirit of volunteer service among college students in the context of their participation.
Keywords: volunteer service; Volunteer point redemption; Cultivation of Volunteer Service Spirit.

1 INTRODUCTION

As a positive social behavior and ethical practice, the spirit of volunteer service among college students reflects the individual's active commitment and selfless dedication to social responsibility. Its connotation includes the moral sentiment of helping others, the collectivist spirit of unity and cooperation, the self-improvement drive of continuous learning, and the civic consciousness of promoting social harmony and progress. This spirit embodies the noble qualities and value pursuits of college students and constitutes an essential dimension of modern social civilization development. Through volunteer service, college students achieve personal moral cultivation and ability growth and provide motivation and support for promoting social innovation and sustainable progress.

With the advancement of social civilization and the strengthening of civic responsibility, volunteer service plays a vital role in modern society, especially in cultivating the spirit of volunteer service among college students. The system of exchanging volunteer points has played an essential role in promoting college students' participation in volunteer services, improving their service level, and cultivating their spirit as an effective incentive mechanism. Improving this system can further stimulate college students' enthusiasm to participate in volunteer services, enhance their service awareness, and thereby improve the overall quality and effectiveness of volunteer services. This is significant for cultivating the spirit of college students' volunteer service, building a civilized campus, and promoting the modernization of social governance.

2 Development Status of Local Volunteer Points Exchange System

2.1 Implementation Overview

The volunteer points exchange system has been actively promoted in some regions of China. It quantifies the service hours and contributions of volunteers, records and rewards their efforts in the form of points, not only providing volunteers with diverse exchange options such as physical rewards, service discounts, or spiritual incentives but also forming a virtuous cycle of "service points reward," effectively motivating more people to participate in volunteer service projects and activities.

Implementing the volunteer point redemption system improves the overall quality and efficiency of volunteer services and promotes the normalization and professionalization of volunteer service activities. Volunteers can receive substantial rewards and actively participate in volunteer service activities, forming a good social atmosphere. At the same time, exchanging volunteer service points also promotes the effective integration and utilization of social resources. The participation of multiple forces, such as the government, enterprises, and social organizations, strongly supports the volunteer service industry and promotes healthy development.

2.2 Implementation Method

2.2.1 Integral Calculation and Recording

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To ensure the fairness and comparability of volunteer service points, standardized calculation methods are often used in many places, such as setting one point for every hour of service as the benchmark and unifying standards to provide volunteers with a clear quantitative basis for their contributions. At the same time, to improve management efficiency and accuracy, digital management tools are widely used 1, including volunteer service apps, mini-programs, etc., to achieve online check-in, check-out, point recording and query of volunteer services, simplifying the management process and ensuring the real-time and accuracy of volunteer point data.

2.2.2 System for Redeeming Points

To enhance the attractiveness and sense of return of volunteer service, some regions in China have established a diversified points exchange system 2 4. The exchange content covers a wide range of physical rewards, from daily necessities and learning supplies to cultural and entertainment supplies, as well as non-physical rewards such as service discounts and spiritual incentives, meeting the needs of volunteers at different levels. In addition, volunteer organizations organize regular point redemption activities, which provide convenient centralized redemption for volunteers and increase the fun and interactivity of the activities, further enhancing volunteers' sense of participation and belonging.

2.2.3 Incentive Mechanism and Effectiveness

The core of the volunteer service point redemption system lies in its positive incentive mechanism. Recognizing and rewarding the contributions of volunteers not only stimulates the enthusiasm and initiative of the public to participate in volunteer services but also promotes the in-depth implementation of volunteer service activities. This incentive mechanism can enhance volunteers' personal sense of achievement and honor, promote the improvement of social civilization and enhance residents' happiness. With the continuous expansion and deepening of volunteer service activities, the social effects are becoming increasingly significant, which helps to form a good social atmosphere and moral atmosphere.

2.3 Implementation Cases
2.3.1 Neijiang City, Sichuan Province

In Dongxing District, Neijiang City, Sichuan Province, an innovative "household registration officer" system has been successfully implemented. The system cleverly divides adjacent 10 to 20 households into a unit and democratically selects "household registration officers" to serve as policy promoters, opinion collectors, and dispute solvers for this unit. To further enhance the work enthusiasm and service quality of "joint account holders," Dongxing District has implemented a point incentive model of "service registration point feedback exchange incentive." Jinniu Community and others have formulated detailed point projects and exchange lists to ensure that every payment can receive corresponding point rewards. In addition, to form a more comprehensive incentive mechanism, Dongxing District has also established a priority training and utilization system. Outstanding and qualified "joint household members" will be given priority as development targets for party members and community reserve cadres. This not only provides material rewards but also valuable spiritual incentives for them.

2.3.2 Dongguan City, Guangdong Province

In Dongguan, Guangdong, volunteer service work is supported by a digital platform with a point exchange system. With the help of the Guangdong Volunteer Information Management Service Platform ("iVolunteer" system), volunteer service hours will be accurately recorded by the system and converted into love points. This point system ensures that every effort made by volunteers is quantitatively recorded. Dongguan has adopted simple and straightforward rules regarding the redemption mechanism: for every hour of volunteer service completed, 1 point of love points can be redeemed. If the service time is less than 0.5 hours, it will not be counted as points. This design is both fair and reasonable. These love points can be exchanged for items at designated locations, providing substantial feedback to volunteers. Dongguan has also introduced the "Guanjia Government Affairs" WeChat mini program to enhance the convenience of redemption. Volunteers can easily book redemption times through their mobile phones, avoiding the cumbersome steps in traditional redemption methods and making the redemption of love points more efficient and considerate. This measure not only enhances the sense of participation of volunteers but also promotes the sustainable and healthy development of volunteer service.

2.3.3 Xi'an City, Shaanxi Province

The Zhonghai Kaiyuan No.1 Community in Xinjiamiao Street, Weiyang District, Xi'an City, Shaanxi Province, has implemented innovative, differentiated points and diverse redemption mechanisms in volunteer services. The community flexibly sets point reward standards based on the content and nature of volunteer activities. For example, volunteers who participate in policy promotion activities can earn 5 points for every hour of service, while volunteers who provide services to older people living alone can enjoy higher point rewards. That is, 1 hour of service can be exchanged for 10 points. Regarding point redemption, Zhonghai Kaiyuan No.1 Community offers a wide range of options, allowing residents to redeem various items and services, including daily necessities and maintenance services, based on their accumulated points.

3 Problems in the Development of Volunteer Service Points Exchange System

3.1 Standardization of Volunteer Service Duration Records

The duration of volunteer service, as the basic data for point redemption, directly affects the fairness and effectiveness of the system in terms of its authenticity and accuracy. There are two main problems: the disconnect between the release and execution of volunteer organization activities, which provides opportunities for false clock-ins. To meet the needs of schools, units, or individuals, some volunteers take advantage of management loopholes to falsely clock in without actual participation, seriously violating the original intention of volunteer service. The second issue is the mismatch between service time records and actual service hours. For example, if 2 hours of actual service are recorded as 6 hours, this false reporting behavior damages the fairness of volunteer service and may lead to resource mismatch and waste, weakening the social benefits of volunteer service.

3.2 Lack of Continuous and Stable Resource Support

The smooth implementation of the volunteer service point redemption system relies on stable and sufficient resource support. However, in practice, factors such as funding shortages 5, unstable material supply, and changes in cooperative institutions often lead to insufficient resource security. Shortage of funds may limit the types and quantities of goods or services that can be exchanged, and an unstable supply of materials may result in a lack of exchange options, making it challenging to meet the diverse needs of volunteers. In addition, changes or cancellations of cooperative institutions may also affect the feasibility and coverage of point redemption, bringing uncertainty to the system's continued operation.

3.3 Difficulty in Enhancing the Value of Volunteer Points

The "value" of volunteer service points is reflected in the material exchange and its recognition and respect for social contributions. However, some of the current volunteer service content has serious problems of detachment from actual needs **Error! Reference source not found.**, and formalism 7. This reduces the actual effectiveness of volunteer service and affects the overall recognition of volunteer service by the public. The arbitrariness of volunteer recruitment 8, further exacerbates this problem, making it difficult for volunteer services to form a stable participation group and a good social atmosphere.

3.4 Standards and Regulatory Deficiencies in Point Redemption

The standardization and transparency of the points exchange system are key to ensuring its fair operation. However, some volunteer organizations have unclear rules and lax implementation in their point redemption systems. This may lead to unfairness in the point redemption process and damage the enthusiasm and trust of volunteers. Therefore, strengthening the standardized construction and supervision of the points exchange system to ensure its operation's fairness, transparency, and effectiveness is an important issue that urgently needs to be addressed.

4 Optimization Strategy for the Development of Volunteer Service Points Exchange System

4.1 Strengthen Service Duration Recording Standards and Intelligence

Technical measures and management mechanisms can be adopted to ensure the authenticity and accuracy of volunteer service duration. Firstly, the regional clock-in mechanism has become the first line of defense to ensure service quality. With the help of high-precision GPS positioning and modern tools such as smartphone apps, real-time verification of volunteers' geographical locations can be achieved. Volunteers are required to complete check-in operations at the service site or designated area, whether through mobile phone scanning or specific device confirmation, effectively ensuring the authenticity of the service location. Positioning fixed check-in points adds another layer of security, making the service trajectory of volunteers clear and visible. Introduce precise distance check-in management, scientifically set reasonable service radius and area range for service projects, and rely on cutting-edge technologies such as electronic fences to dynamically monitor volunteer service trajectories. Once volunteers deviate from the designated area, the system will immediately respond, automatically record, and issue reminders to curb false check-in behavior and ensure service resources are accurately delivered to the target area.

Regarding time management, volunteer service activities are given clear start and end time frames, and volunteers need to strictly abide by and complete service check-in within the specified period. Strict time limits can be established, such as prohibiting clocking in within five minutes after the end time, to promote time management's rigor. At the same time, flexible compensation mechanisms and approval processes can be established for overtime service needs in exceptional circumstances, ensuring that every volunteer's hard work is recognized and rewarded as deserved. Through this series of measures, the accuracy of recording volunteer service hours has been improved, injecting unprecedented precision and efficiency into volunteer service management.

4.2 Building a Stable and Diverse Resource Support System

Resources are the cornerstone for the smooth implementation of volunteer service activities. Therefore, it is necessary to actively expand resource channels, widely absorb support from various sources such as government funding, social donations, and corporate cooperation, and establish stable and lasting cooperative relationships with all parties 9. These

measures can ensure the continuous and stable supply of key resources, such as funds and materials required for the volunteer service points exchange system, laying a solid foundation for the vigorous development of volunteer service activities. To ensure efficient utilization and optimized allocation of resources, we need to develop scientific and reasonable budget planning and material management strategies. Through in-depth analysis and precise prediction, every resource is finely allocated and utilized to minimize resource waste and shortage while ensuring service quality and efficiency.

In addition, it is necessary to establish a sound emergency response mechanism 10, to flexibly respond to emergencies such as resource shortages or unstable supply, ensuring that volunteer service activities can proceed smoothly without resource issues.

4.3 Reshaping the Core Value of Volunteer Service Points

One is to accurately meet the needs and optimize the content of volunteer services. The effectiveness of volunteer service is rooted in its precise grasp of the real needs of the community and society 11. Therefore, the primary task is to deepen the demand for research work and collect and analyze the actual needs and expectations of the public through scientific methods and means. On this basis, carefully design volunteer service projects to ensure that their content is close to people's livelihoods and can effectively solve social problems and improve the pertinence and effectiveness of services. This process not only helps to enhance the social value of volunteer service but also strengthens the public's sense of identity and enthusiasm for participating in volunteer service.

The second is strengthening volunteer training and management and improving service quality 12. As the main body of volunteer service activities, volunteers' professional competence and service quality directly affect the effectiveness and reputation of volunteer service. Therefore, it is necessary to strengthen the training and management of volunteers 13. By establishing a systematic training system, volunteers are regularly provided with professional knowledge, service skills, and ethical and moral training to improve their comprehensive quality and service capabilities. At the same time, establish a sound volunteer management mechanism, stimulate the enthusiasm and creativity of volunteers through assessment, incentives 14, and other measures, and ensure that they can provide high-quality and efficient volunteer services. In this way, the social recognition of volunteer service will significantly increase, thereby enhancing its social influence.

The third is to broaden publicity channels and enhance the social influence of volunteer services 15. Strengthening the social influence of volunteer service cannot be achieved without extensive publicity and mobilization. We should make full use of modern media tools, such as social media and online platforms, to increase the promotion of volunteer service so that more people can understand the spiritual connotation, social value, and participation methods of volunteer service 16 17. At the same time, actively organize various public welfare activities, showcase the achievements and effectiveness of volunteer service through vivid and specific practical cases, and stimulate the attention and support of all sectors of society. In addition, it is necessary to explore the establishment of an incentive mechanism for volunteer service points, combining volunteer service with personal honor, social welfare, etc., to enhance the "value" of volunteer service points, thereby attracting more people to participate in volunteer service and jointly promoting social progress and development.

4.4 Improve the Supervision and Feedback of the Points Redemption System

In the field of volunteer service, building a comprehensive and efficient point exchange system supervision and feedback mechanism is the key to ensuring the fair and transparent operation of the system and promoting the sustainable development of volunteer service. Firstly, it is necessary to establish a comprehensive, transparent, and operational point redemption system and regulations. The standard should elaborate on the core elements, such as the ways to obtain points, scope of use, redemption conditions, and processes, to ensure that all participants clearly understand the rules. At the same time, institutional norms must clarify implementation standards and supervision mechanisms to ensure that all laws are strictly followed. In addition, given the dynamic development characteristics of volunteer service, institutional norms should be regularly evaluated and adjusted to adapt to new development needs and challenges and maintain their timeliness and adaptability.

Secondly, to ensure the fairness, impartiality, and transparency of the points redemption process, it is necessary to strengthen the supervision of this process. Specifically, a dedicated regulatory agency or department can be established to oversee the implementation of the points redemption system, including but not limited to points calculation, redemption application review, and redemption result disclosure. Regulatory agencies should have independence and authority, be able to promptly detect and correct violations, and maintain the seriousness and credibility of the system. At the same time, information technology such as blockchain 18, can be introduced to improve regulatory efficiency and transparency and reduce human intervention and errors.

Finally, feedback is an essential source of institutional optimization. Therefore, it is necessary to establish a sound feedback mechanism for point

redemption to encourage volunteers to actively participate and provide valuable opinions. Volunteers can easily submit their views and suggestions on the redemption process by establishing feedback channels such as online platforms, hotlines, etc.. The collected feedback should be promptly classified, organized, and analyzed to identify deficiencies and areas for improvement in the implementation of the system. On this basis, targeted measures will be taken to optimize and improve the system, continuously enhancing the satisfaction and participation of volunteers. At the same time, a feedback incentive mechanism can be established to give appropriate rewards or recognition to volunteers who provide constructive suggestions, stimulating their enthusiasm and creativity in participating in feedback 19.

5 CASE: Xu Wen Cultivates the Spirit of Volunteer Service among College Students
5.1 The Current Situation of Cultivating the Spirit of Volunteer Service among College Students in Xuwen

In Xuwen County, Zhanjiang City, Guangdong Province, the development of college student volunteer services has shown significant vitality. The government has adopted the model of "Party building guidance+volunteer service," adhering to the purpose of serving the masses, giving full play to the exemplary and leading role of grassroots party organizations and party members among college students, and promoting college student volunteer service work through various ways and means. The volunteer service activities for college students in this region are rich in content, involving multiple fields such as caring for stranded drivers and passengers, environmental protection, respecting the elderly, and assisting the disabled. In major events such as the Xuwen Marathon, more than 2000 college student volunteers have been successfully mobilized to participate in the service.

The spirit of college students' volunteer service has been innovatively cultivated in Xuwen County. Through policy support and funding investment, the government has joined forces with various sectors of society to promote volunteer services for college students, establishing a benign development model led by the government and coordinated by society, effectively integrating social resources. The service model is flexible and versatile, achieving an effective combination of centralized and decentralized services and deep integration of online and offline services. It meets the service needs of large-scale events and provides personalized services according to actual situations, significantly improving the efficiency and coverage of volunteer services. To further cultivate the spirit of volunteer service among college students, incentive measures have also been strengthened. For example, departments such as the Municipal Human Resources and Social Security Bureau provide vocational skills training, career recommendations, entrepreneurial support, and other services for college student volunteers. These measures significantly stimulate college student volunteers' participation, enthusiasm, and service motivation.

5.2 The Problems in Cultivating the Spirit of Volunteer Service among Xuwen College Students
5.2.1 Lack of Cultivation Mechanism

Firstly, the organization, coordination, and management are not unified. Without a unified organization for collaborative communication, it is difficult to systematically, continuously, and comprehensively cultivate the spirit of volunteer service among college students. Although the volunteer service organization system in Xuwen County is standardized and sound, there is a lack of comprehensive collaboration and communication mechanisms between organizations, which often leads to individual efforts and difficulty forming a joint force. This can lead to problems: firstly, uneven allocation of resources, where some popular or easily accessible areas may experience a surplus of services, while some areas that urgently need attention may not receive sufficient support. Secondly, there is a serious phenomenon of service overlap, where different organizations may carry out similar or identical service projects without adequate communication, resulting in a waste of manpower and material resources. Thirdly, service gaps may lead to the neglect of some groups needing help due to poor information flow or insufficient coordination, resulting in service blind spots. These issues may lead to some college students having deviations, incompleteness, and superficiality in their understanding of the spirit of volunteer service, making it difficult for them to deeply comprehend the importance of the spirit of volunteer service.

Secondly, there is an imbalance between specialized demand and supply. With the continuous expansion of the volunteer service field, unprecedentedly high requirements have been put forward for college student volunteers' professional competence and serviceability. However, Xu Wen's current volunteer service training system and management mechanism have not kept up with this development trend, and there is a significant lag, which seriously restricts the in-depth cultivation of college students' volunteer service spirit. On the one hand, the training content remains at the level of popularizing basic knowledge and skills, making it difficult for college student volunteers with professional expertise and skills to fully utilize their abilities, which is not conducive to the specific practice of college student volunteer service spirit; On the other hand, the inadequate management system restricts the personal growth and professionalization path of college student volunteers, making it difficult for college student volunteers who aspire to delve into a particular service field to obtain necessary support and resources, leading to obstacles in cultivating the spirit of college student volunteer service.

5.2.2 The Construction of the Volunteer Team Needs to Be Strengthened

Firstly, there is a lack of intrinsic motivation. Currently, some college student volunteers lack intrinsic motivation to continue participating due to their shallow understanding of the core values and profound significance of volunteer service or a deviation between their personal value system and the purpose of volunteer service. This situation seriously restricts the deep investment and sincere dedication of volunteers in the service process, which affects the overall quality and depth of volunteer service and hinders the cultivation of the spirit of volunteer service among college students.

Secondly, the attitude is negative. Suppose the perfunctory and passive response trend spreads in the volunteer team of college students. In that case, it not only directly weakens the effectiveness of volunteer services but also generates negative energy within the team, affecting members' positive mentality and sense of responsibility. This phenomenon will lower service standards, damage the overall image of the volunteer team, and weaken the effective dissemination of the spirit of volunteer service among college students.

5.2.3 Resource Shortage

Despite the rich and diverse volunteer service activities in Xuwen County, key resources such as funds, venues, and equipment are still scarce. This may constrain the expansion of volunteer services into broader fields and deeper levels. Insufficient funding will limit volunteer service projects' scale expansion and model innovation. In contrast, adequate venues and equipment will limit the flexibility and professionalism of volunteer service activities, thereby affecting the overall optimization of volunteer service effectiveness and improving service quality. More importantly, the shortage of resources cannot provide a systematic and comprehensive guarantee for the cultivation of college students' volunteer spirit, and it is difficult to form a virtuous cycle of cultivation mechanism, ultimately affecting the effectiveness of cultivating college students' volunteer service spirit.

5.2.4 Social Awareness of Volunteer Service needs to be deepened

Firstly, the social exposure and influence of Xu Wen's volunteer service deeds are still insufficient, making it difficult to fully demonstrate his extensive practice and profound influence, which limits the dissemination and resonance of the positive energy of volunteer service among college students, and thus cannot effectively spread the spirit of college student volunteer service to the outside world. Secondly, college students' understanding of volunteer service is generally superficial, lacking a deep understanding of its profound connotations, noble values, and specific service content. This will weaken the social identity foundation of volunteer service and suppress the enthusiasm and motivation of college students to participate in volunteer service. Finally, the Lack of social attention constrains the ability of volunteer service activities to obtain necessary resources. The intertwined problems of Lack of funds, tight venues, and insufficient equipment will become key obstacles to the expansion and optimization of volunteer service projects, hindering the deep cultivation and sustainable development of college students' volunteer service spirit.

5.3 Research on the Cultivation Strategy of Volunteer Service Spirit among College Students in Xuwen County: Based on Volunteer Service Points
5.3.1 Strengthen Voluntary Service Organization and Management

First, build a unified volunteer service coordination platform. Holding regular meetings, sharing project information, coordinating service plans and other means ensures the optimal allocation and efficient use of volunteer resources to avoid service overlap and blank areas. At the same time, clear cooperation rules and procedures should be formulated to provide institutional guarantees for collaborative work among volunteer service organizations.

The second is to create a professional training system, combined with the point system, to encourage volunteers to improve their professional skills through training. To design multi-level and multi-angle training courses for different volunteer service areas. Volunteers who participate in the training improve their serviceability and get points. At the same time, points can be used as a basis for participating in higher-level training, forming a positive incentive mechanism. For example, junior volunteers gain points by participating in basic training, and after accumulating a certain amount of points, they can apply for more professional training, such as first-aid skills, psychological counseling, etc., to play a more significant role in volunteer services.

The third is to optimize the management and incentive mechanism and take points as an essential criterion for evaluating volunteers' contributions. Volunteers' service behavior and results were assessed quantitatively through the point system. Points can be exchanged for goods and services. This incentive mechanism, which combines material and spirit, can stimulate the vitality of volunteers, enhance their sense of belonging and achievement, and thus improve the overall quality and level of volunteer service. At the same time, regular ranking and outstanding volunteer selection activities are held to further enhance volunteers' social identity and enthusiasm for participation.

5.3.2 Strengthen the Construction of Volunteer Teams

One is to enhance internal motivation and improve attitude and atmosphere. Volunteer organizations should encourage volunteers to align their personal growth goals with volunteerism and guide them to understand how volunteerism can be an essential way to achieve self-improvement and social responsibility. Secondly, volunteer organizations can encourage volunteers to combine personal growth with volunteer service through the point system to enhance their enthusiasm for participation. For example, volunteers can earn points by participating in different types of

volunteer service activities, which can be used to exchange for resources related to career development, such as professional training, certificate exam fee waivers, and so on. In this way, volunteers can improve their self-worth while contributing to society.

Regarding team building, volunteer association organizations can regularly organize team-building activities and collaborative projects to strengthen communication and trust among volunteers, create a positive team atmosphere, encourage volunteers to support each other, share experience and experience, face challenges together, and grow together. Finally, volunteer associations can regularly collect feedback from volunteers and beneficiaries by establishing effective feedback mechanisms. According to the input, the organizer timely adjusts the volunteer service strategy, optimizes the volunteer service process, improves the volunteer service effect, and contributes more positive energy to social development.

Second, correct deviation from values. First of all, the point exchange system can make volunteers feel recognized by society and strengthen the spirit of selfless dedication through both material and spiritual rewards. For example, points can be redeemed for in-kind rewards, service priorities, community honor roll nominations, and more. In addition, by holding points exchange activities, regularly commending outstanding volunteers, spreading the positive energy of volunteerism, and further consolidating and enhancing the values of the volunteer team. Secondly, through media publicity, community activities, and public education, we should actively advocate a culture of public welfare and a sense of social responsibility so that more people can understand the value and significance of volunteer service and form a good atmosphere for the whole society to pay attention to and support volunteer service. At the same time, volunteers are encouraged to practice the concept of public welfare in daily life and integrate the spirit of volunteer service into daily life.

5.3.3 Strengthen Resource Integration

First, deepen school-enterprise cooperation and promote the implementation of professional volunteer services. Xuwen County should actively establish deep cooperative relations with local and surrounding universities, set up voluntary service practice bases, and provide a platform for college students to transform theoretical knowledge into practical ability. At the same time, regular workshops, seminars, and other forms are used to promote academic exchanges and experience sharing and constantly improve the professionalism and effectiveness of voluntary service projects.

Second, the service model should be innovated and expanded to voluntary service. Based on existing service areas, the point system will be used to attract more volunteers to participate in new service projects. Xuwen County should actively explore new areas of volunteer service, such as environmental protection, community education, health promotion, etc., and encourage volunteers to try these new services through a point system. Points can be used as a "passport" to participate in these projects, and at the same time, volunteers can stimulate their interest and motivation to explore new areas through the unique rewards of points redemption.

The third is to strengthen regional cooperation, build a volunteer service network, and realize the mutual recognition and exchange of points among different regions. Xuwen County should establish a volunteer service alliance with other areas to jointly promote the sharing and complementing of volunteer service resources. The points system can realize mutual recognition within the coalition, and the points accumulated by volunteers in different regions can be used to exchange rewards and services within the network to break geographical restrictions and promote the flow and optimal allocation of volunteer service resources.

Fourth, policy guidance and support should be strengthened to create a favorable environment for development. The government should continue to increase support for voluntary services and introduce more policies and measures conducive to the development of voluntary services. For example, encourage and support social forces to participate in the construction and operation of the points exchange system to provide a solid policy foundation and guarantee the sustainable development of the voluntary service points system. At the same time, we should strengthen the publicity and promotion of voluntary services, improve the public's awareness of and participation in voluntary services, and create a good atmosphere for the whole society to care about and support voluntary services.

5.3.4 Enhance Social Awareness of Volunteer Service

First, strengthen media publicity and reporting efforts, establish cooperative relations with mainstream media, use new media platforms to release volunteer service trends, hold publicity activities, and widely publicize the positive impact of volunteer service and the advantages of the point exchange system. At the same time, through public education, experience activities, and the establishment of feedback mechanisms, the public can more intuitively understand the value of volunteer service and the convenience of point exchange and break the cognitive limitations. In addition, the point exchange system can continue to attract and motivate volunteers to participate by expanding the sources of funds and resource channels, winning government support, attracting social donations, establishing a resource-sharing platform, and ensuring the smooth operation of volunteer service projects. Finally, strengthen the brand building of volunteer service, but the point exchange system as one of the brand characteristics to create a unique project, establish a unified logo, improve the

quality of service to enhance brand recognition and public recognition, and more conducive to cultivating the spirit of volunteer service among college students.

6 CONCLUDING REMARKS

After an in-depth exploration of the cultivation strategy of college students' volunteer service spirit, the volunteer point exchange system can be an essential means to promote the development of volunteer service. Its development and improvement have immeasurable value for improving community governance 20, and enhancing social cohesion. However, developing a local volunteer point system is a systematic project that requires joint efforts from various aspects, such as the government, society, and individuals. Through continuous exploration and practice, the local volunteer points system will become increasingly perfect, contributing greater strength to volunteer service's sustainable and healthy development. At the same time, we hope that more researchers can pay attention to this field and contribute their wisdom and strength to cultivating the spirit of volunteer service among college students and building a more harmonious and beautiful society.

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