

Volunteer Service Brand Construction of the Communist Youth League: A Case Study of Qingyang Vocational and Technical College

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ABSTRACT

With the continuous development of higher vocational education and social governance in China, volunteer service has become an important approach for cultivating students' social responsibility, civic awareness, and practical ability. As an important youth organization in colleges and universities, the Communist Youth League plays a significant role in organizing volunteer activities and promoting moral education. Based on brand theory and organizational identity theory, this study takes Qingyang Vocational and Technical College in Gansu Province as a case study to examine the current situation, existing problems, influencing factors, and optimization strategies of volunteer service brand construction. The study finds that the college has achieved positive progress in volunteer organization, student participation, and campus cultural development through activities related to community service, environmental protection, rural revitalization, and public welfare. However, several problems still exist, including weak brand awareness, homogeneous activity content, insufficient media communication, incomplete management mechanisms, and limited school-community cooperation. These problems restrict the long-term development and social influence of volunteer services. This study suggests that vocational colleges should strengthen brand positioning, improve activity innovation, enhance digital communication, optimize management systems, and expand external cooperation to promote sustainable volunteer service brand construction. The research provides both theoretical and practical references for the innovation of Communist Youth League volunteer work in vocational colleges.

Keywords: volunteer service brand; communist youth league; vocational colleges; organizational identity

INTRODUCTION

In recent years, volunteer service has become an increasingly important component of youth development, civic engagement, and moral education in China (Liu, 2026). Under the promotion of national policies emphasizing social responsibility and community participation, universities and colleges have actively encouraged students to participate in various volunteer activities (Alfirević et al., 2023; Chen et al., 2023). As the core youth organization in Chinese higher education institutions, the Communist Youth League (CYL) plays an essential role in organizing volunteer services, ideological education, social practice, and public welfare activities (Tsai & Liao, 2021; Y. Xu, 2018). Through volunteer programs, students are able to strengthen their sense of social responsibility, improve interpersonal communication skills, and develop collective consciousness and civic awareness (Tsimonis, 2018). Therefore, volunteer service has gradually evolved from temporary extracurricular

activity into an important educational approach for cultivating well-rounded talents in higher education institutions.

With the continuous expansion of higher vocational education in China, vocational colleges are expected not only to provide technical and professional training but also to promote students' moral development and social participation. Compared with comprehensive universities, vocational colleges usually place greater emphasis on practical education and social adaptability. In this context, volunteer service organized by the Communist Youth League has become an effective platform for integrating professional education with social practice. Through participation in community services, environmental protection activities, rural revitalization projects, and public welfare campaigns, vocational college students are able to apply their knowledge in real social settings while strengthening their social values and service awareness.

At the same time, the concept of "brand construction" has gradually attracted attention in the fields of education management, nonprofit organizations, and public service governance. Brand construction is no longer limited to commercial marketing but has become an important strategy for enhancing organizational identity, public recognition, cultural influence, and long-term sustainability. For volunteer organizations in colleges and universities, building a recognizable volunteer service brand can help improve organizational cohesion, increase student participation, strengthen social influence, and enhance the effectiveness of ideological and political education (Mitchell & Clark, 2021; Nogueira et al., 2020). A well-established volunteer service brand also contributes to the public image and cultural identity of educational institutions.

However, despite the growing importance of volunteer service, many vocational colleges still face significant difficulties in volunteer service brand construction. In many cases, volunteer activities remain fragmented, short-term, and lacking in systematic planning. Some colleges focus primarily on organizing activities while neglecting brand positioning, cultural identity formation, and sustainable management mechanisms. Problems such as homogeneous activity content, weak media communication, insufficient professional management, and limited cooperation with local communities are still common. Compared with universities in economically developed regions, vocational colleges in western China often face additional challenges related to financial resources, social influence, and organizational experience. These issues restrict the long-term development and social impact of volunteer service programs.

Qingyang Vocational and Technical College in Gansu Province has actively promoted volunteer service activities through its Communist Youth League organization in recent years. The college has organized various volunteer programs involving community assistance, environmental protection, cultural promotion, and social practice. These activities have provided valuable opportunities for student participation and practical education. Nevertheless, the college still faces challenges in establishing a distinctive and sustainable volunteer service brand. Therefore, taking Qingyang Vocational and Technical College as a case study can provide practical insights into the development of volunteer service branding in Chinese vocational colleges.

Existing studies on volunteer service mainly focus on volunteer motivation, organizational management, youth participation, and social governance. Some scholars emphasize the educational value of volunteer service in improving students' moral awareness and civic responsibility, while others discuss management mechanisms and organizational efficiency in volunteer programs. In recent years, branding theory has also been gradually introduced into nonprofit management and educational research, highlighting the importance of organizational image, public trust, and cultural influence. However, research specifically combining volunteer service with brand construction in Communist Youth League organizations remains relatively limited. Most existing studies focus on comprehensive universities rather than vocational colleges, and empirical case studies from western

China are particularly insufficient. In addition, many studies discuss volunteer activities from a macro-level policy perspective but pay less attention to practical operational mechanisms and localized development strategies. As a result, there is still limited understanding of how vocational colleges can effectively establish sustainable volunteer service brands under specific educational and regional conditions.

Based on these research gaps, this study focuses on the volunteer service brand construction of the Communist Youth League in Qingyang Vocational and Technical College. The study mainly explores the current development status, existing problems, influencing factors, and optimization strategies of volunteer service branding in vocational colleges. Through case analysis, the study aims to examine how volunteer organizations can improve organizational identity, communication effectiveness, student participation, and social influence through systematic brand construction.

This study has both theoretical and practical significance. Theoretically, it enriches existing research on volunteer service by integrating branding perspectives into the study of Communist Youth League organizations in higher vocational education. It also expands current research on vocational colleges, which have received comparatively less academic attention in this field. Practically, the study may provide useful reference for vocational colleges seeking to improve volunteer service management, strengthen youth participation, and enhance the social influence of volunteer programs. Furthermore, the study contributes to the innovation and development of Communist Youth League work in the contemporary educational environment, especially under the growing influence of digital communication and social governance modernization.

LITERATURE REVIEW

Volunteer Service

Volunteer service has become an important topic in the fields of sociology, education, public administration, and nonprofit management (Harp et al., 2017). In Western countries, volunteerism is generally regarded as an important form of civic participation and social engagement (Dalmida et al., 2016). Early studies mainly focused on volunteer motivation, altruistic behavior, social responsibility, and community participation (Cruce & Moore, 2007; Wymer Jr & Samu, 2002). Scholars argued that volunteer activities contribute not only to public welfare but also to personal growth, interpersonal communication, and social integration (Hart et al., 2007). Through participation in volunteer programs, individuals are able to strengthen their sense of civic responsibility and social identity. With the continuous development of higher education, volunteer service has gradually become an important component of student development and moral education. Many universities encourage students to participate in community services, environmental protection activities, and public welfare projects. Existing studies indicate that volunteer participation can improve students' communication skills, leadership ability, teamwork awareness, and social adaptability (Lv et al., 2024). In addition, volunteer service provides practical opportunities for students to apply professional knowledge in real social environments (Hyde & Knowles, 2013).

In China, volunteer service research has developed rapidly alongside the modernization of social governance and the expansion of higher education. Chinese scholars mainly discuss volunteer service from the perspectives of ideological and political education, youth development, and organizational management (Hu et al., 2023). The Communist Youth League is considered one of the most important organizers of volunteer activities in colleges and universities. Through volunteer programs, universities are able to strengthen students' moral education, social responsibility, and collective consciousness. However, some researchers also point out that volunteer activities in many colleges still suffer from weak continuity, insufficient professionalism, and limited social influence (Antonio et al., 2000).

Brand Construction

The concept of brand construction originated from commercial marketing and business management (Hasaan et al., 2016; D. Xu, 2018). Traditionally, branding was mainly used to improve market competitiveness, product recognition, and customer loyalty. However, with the development of nonprofit organizations and public service management, branding theory has gradually expanded into educational institutions, public organizations, and social service sectors.

Brand construction emphasizes the establishment of organizational identity, public recognition, cultural influence, and emotional connection (Frunză, 2019). A successful brand not only represents organizational reputation but also reflects organizational values and long-term development strategies. In the field of education, branding research mainly focuses on university image, educational quality, campus culture, and institutional reputation. Researchers argue that educational branding helps improve social recognition and organizational competitiveness in the contemporary educational environment (Edy et al., 2024; Esteky & Kalati, 2024). For volunteer organizations, brand construction can strengthen organizational cohesion, improve participation willingness, and enhance public influence. Effective volunteer service branding also contributes to social trust and organizational sustainability. Nevertheless, current research on volunteer service branding remains relatively limited. Existing studies mainly focus on activity organization and management mechanisms while paying less attention to systematic brand positioning, cultural identity formation, and communication strategies (Trifonova & Roshka, 2022).

Communist Youth League Volunteer Organizations

As an important youth organization in China, the Communist Youth League plays a crucial role in organizing student activities, ideological education, and social practice in colleges and universities (Hou, 2024). Volunteer service has gradually become one of the major forms of Communist Youth League work in higher education institutions. Through volunteer activities, the Communist Youth League can guide students to participate in social governance, public welfare, and community services while strengthening students' political awareness and collective values.

Existing studies show that Communist Youth League volunteer programs contribute significantly to students' moral cultivation and practical ability development (Doyon, 2019). Many colleges have established volunteer associations and service teams to organize community activities, environmental campaigns, rural revitalization projects, and public welfare services. These programs provide students with opportunities for social participation and experiential learning. However, some scholars argue that the volunteer activities organized by the Communist Youth League still face several problems. For example, many volunteer projects are temporary and lack long-term planning (Feng, 2010). Some activities focus excessively on formal participation while neglecting actual service effectiveness and organizational sustainability. In addition, vocational colleges often encounter greater challenges in volunteer management due to limited resources, insufficient professional guidance, and relatively weak social influence. Therefore, improving organizational management and strengthening brand construction have become important issues for the development of Communist Youth League volunteer services.

Theoretical Foundation

This study mainly draws upon brand theory and organizational identity theory to analyze volunteer service brand construction in vocational colleges.

Brand theory emphasizes the importance of organizational image, cultural identity, and public recognition

(Godsey et al., 2020; Hankinson, 2007). In the context of volunteer service, brand construction involves not only external publicity but also the formation of stable organizational values, service culture, and participation mechanisms. A successful volunteer service brand should possess distinctive characteristics, effective communication strategies, and sustainable operational systems. Through systematic brand construction, volunteer organizations can improve student participation, social recognition, and organizational influence.

Organizational identity theory provides another important theoretical perspective for this study. The theory suggests that members' identification with organizational values and culture significantly influences their participation behavior and organizational commitment (Bouncken et al., 2022; He & Brown, 2013). For college volunteer organizations, students' sense of belonging and emotional recognition directly affects volunteer enthusiasm and participation continuity. Strong organizational identity can enhance collective cohesion and encourage students to actively engage in volunteer activities.

Case Overview

Qingyang Vocational and Technical College and the Communist Youth League Organization

Qingyang Vocational and Technical College is a higher vocational institution located in Gansu Province, China. The college mainly focuses on cultivating technical and applied talents while emphasizing students' practical ability and social responsibility. In recent years, with the continuous development of vocational education and the strengthening of moral education policies in China, the college has gradually attached greater importance to volunteer service and youth social participation. The Communist Youth League organization of the college plays an important role in student management, ideological education, and extracurricular activity organization. It is responsible for organizing volunteer services, social practice programs, campus cultural activities, and public welfare campaigns. Through these activities, the Communist Youth League aims to cultivate students' collective consciousness, civic responsibility, and social service awareness.

To improve the organizational effectiveness of volunteer service, the college has established relatively stable volunteer teams within different departments and student organizations. Volunteer recruitment, activity coordination, and training programs are mainly managed by the Communist Youth League organization. In addition, the college actively cooperates with local communities, public institutions, and social organizations to provide students with practical volunteer opportunities.

Main Volunteer Service Activities

The volunteer service activities organized by Qingyang Vocational and Technical College mainly involve community service, environmental protection, rural revitalization, public welfare assistance, and event support activities. These volunteer programs have gradually become important components of campus culture and student development. Community service activities mainly include public cleaning, elderly assistance, traffic guidance, and neighborhood support services. Students regularly participate in community volunteer work through cooperation with local residential committees and social service organizations. These activities help students improve communication ability and social adaptability. Environmental protection activities are another important aspect of volunteer service. The college frequently organizes environmental publicity campaigns, campus cleaning activities, waste classification education, and tree-planting programs. Through participation in these activities, students strengthen their environmental awareness and social responsibility.

The college also encourages students to participate in rural revitalization programs and social practice projects. Some volunteer teams provide educational assistance, cultural publicity, and technical support services in rural

areas surrounding Qingyang. These programs combine vocational education with local social development and provide students with practical experience. In addition, volunteers participate in public welfare activities and large-scale event services. During conferences, sports events, and public cultural activities, student volunteers provide organizational assistance, logistical support, and service coordination. These activities further improve students' teamwork ability and organizational discipline. As shown in Table 1, community service and environmental protection activities account for the largest proportion of volunteer programs in the college. The relatively high participation frequency indicates that volunteer service has gradually formed a normalized development pattern

Table 1 Major volunteer service activities of Qingyang Vocational and Technical College

Volunteer service type	Main activities	Frequency per year	Participants	Cooperative organizations
Community Service	Community cleaning, elderly assistance, traffic guidance	12	350	Local communities
Environmental Protection	Campus cleaning, tree planting, waste classification publicity	10	280	Environmental departments
Rural Revitalization	Educational assistance, cultural promotion, rural support	6	160	Rural villages and local governments
Public Welfare Activities	Charity donation, public health campaigns	8	220	Public welfare organizations
Event Volunteer Services	Conference support, sports event assistance	5	120	Public institutions

Current Practices of Volunteer Service Brand Construction

In recent years, Qingyang Vocational and Technical College has gradually strengthened the brand construction of volunteer service under the guidance of the Communist Youth League organization. The college has attempted to improve volunteer management and organizational influence through institutional development, cultural promotion, and media communication.

First, the college has strengthened volunteer organizational management. Compared with previous temporary activity arrangements, volunteer service has become more systematic and normalized. The Communist Youth League regularly organizes volunteer recruitment, training sessions, and evaluation activities to improve management efficiency and participation continuity. Volunteer archives and participation records are also gradually being established. Second, the college attaches increasing importance to volunteer culture construction. Through volunteer commendation conferences, publicity campaigns, and campus cultural activities, the college continuously promotes volunteer spirit and public service values. Outstanding volunteers and excellent volunteer teams are regularly recognized to strengthen students' collective identity and participation enthusiasm. Third, digital media platforms have become important tools for volunteer service publicity. The Communist Youth League organization uses WeChat public accounts, campus media, and short-video platforms to promote volunteer activities and publicize volunteer stories. These communication methods improve the visibility of volunteer programs and attract broader student participation. Fourth, the college actively promotes cooperation with local communities and public organizations. Through school-community cooperation, volunteer teams are able to participate in diversified public service activities and gradually establish local social influence. Some volunteer projects related to community service and rural revitalization have formed certain regional characteristics.

Although these efforts have improved the organizational level of volunteer service, the overall volunteer service brand construction is still in the developmental stage. The volunteer service brand has not yet formed strong distinctiveness or broad social influence.

Student Participation and Recognition of Volunteer Services

Student participation is an important indicator for evaluating volunteer service development and brand influence. In recent years, the number of students participating in volunteer activities at Qingyang Vocational and Technical College has continuously increased. Most students hold positive attitudes toward volunteer service and believe that volunteer activities contribute to personal growth and social responsibility. According to a survey conducted among students participating in volunteer programs, volunteer service has positive effects on communication ability, teamwork awareness, and civic responsibility. However, some students still believe that current volunteer activities lack innovation and long-term continuity. In addition, the recognition level of the volunteer service brand remains relatively limited.

As shown in Table 2, most students have participated in volunteer service activities and generally maintain positive attitudes toward volunteer programs. Volunteer service significantly contributes to students' sense of responsibility and practical ability. Nevertheless, only 58% of students are familiar with the volunteer service brand of the college, indicating that the current branding effectiveness and organizational influence still require further improvement.

Table 2 Student participation and satisfaction with volunteer services

Survey Item	Percentage (%)
Students who participated in volunteer activities	82
Students participating more than three times annually	64
Students believing volunteer service improves communication ability	78
Students believing volunteer service strengthens social responsibility	86
Students satisfied with current volunteer activities	72
Students recognizing the influence of volunteer culture on campus	75
Students familiar with the volunteer service brand of the college	58

Problems And Causes of Volunteer Service Brand Construction

Weak Brand Awareness and Unclear Brand Positioning

Although Qingyang Vocational and Technical College has organized various volunteer service activities in recent years, the overall awareness of volunteer service branding remains relatively weak. Most volunteer activities are still conducted as routine organizational tasks rather than systematic brand-building projects. The Communist Youth League organization mainly focuses on activity implementation while paying less attention to long-term brand positioning, image shaping, and cultural identity construction.

At present, the college has not yet established a unified volunteer service image, distinctive organizational symbols, or a clear brand development strategy. Different volunteer teams often organize activities independently without consistent publicity styles or unified cultural concepts. As a result, volunteer activities lack recognizable characteristics and fail to form strong organizational influence among students and the local community. The weak awareness of branding is closely related to traditional volunteer management concepts. Some organizers still regard volunteer service mainly as a temporary educational activity rather than a sustainable organizational

project. In addition, the lack of professional guidance in brand management and communication planning further limits the development of volunteer service branding.

Homogeneous Activity Content And Insufficient Innovation

Another major problem in volunteer service brand construction is the relatively homogeneous nature of volunteer activities. Most volunteer programs mainly focus on campus cleaning, community sanitation, publicity campaigns, and short-term public welfare services. Although these activities contribute positively to social service and student participation, they often lack innovation, distinctive characteristics, and long-term developmental value. Many volunteer projects are organized repeatedly using similar activity forms and service content. Students may gradually lose enthusiasm if volunteer activities cannot provide diversified experiences or practical challenges. Compared with volunteer organizations in some comprehensive universities, the volunteer service programs in Qingyang Vocational and Technical College still show limited specialization and creativity. The lack of innovation is influenced by several factors. First, organizational resources and funding are relatively limited, restricting the development of large-scale or professional volunteer projects. Second, some volunteer organizers lack experience in project design and creative activity planning. Third, the integration between vocational education characteristics and volunteer service remains insufficient. Many volunteer programs have not fully combined students' professional skills with local social needs, reducing the uniqueness and competitiveness of volunteer services. As shown in Table 3, the current problems in volunteer service brand construction mainly involve organizational management, communication effectiveness, activity innovation, and social cooperation.

Table 3 Main problems in volunteer service brand construction

Main Problems	Specific Manifestations
Weak Brand Awareness	Lack of unified image and long-term branding strategy
Homogeneous Activities	Repetitive activity forms and insufficient innovation
Weak Media Communication	Limited publicity channels and low social visibility
Incomplete Management Mechanism	Lack of stable evaluation and incentive systems
Limited Social Cooperation	Insufficient collaboration with communities and organizations

Weak Media Communication And Limited Social Influence

In the digital media era, communication effectiveness plays an important role in organizational brand construction. However, the volunteer service publicity of Qingyang Vocational and Technical College still faces several limitations. Although the Communist Youth League organization uses WeChat public accounts and campus media to publicize volunteer activities, the communication scope and influence remain relatively limited. Most publicity content mainly focuses on simple activity reports and photographs, lacking attractive storytelling, emotional expression, and continuous media operation. The frequency of publicity is also relatively unstable, making it difficult to establish long-term public attention. In addition, the use of short-video platforms and digital communication technologies is still insufficient compared with contemporary youth media habits.

The weak communication effectiveness directly affects the visibility and social influence of volunteer services. Many students are unfamiliar with the overall volunteer service brand of the college even though they may have participated in certain activities. Furthermore, local communities and external organizations have limited understanding of the volunteer culture and service achievements of the college. The causes of this problem mainly include the shortage of professional media operation personnel, insufficient communication planning,

and limited investment in digital publicity. Some volunteer organizers still rely on traditional publicity methods and lack systematic awareness of new media branding strategies.

Incomplete Management And Incentive Mechanisms

Effective volunteer service brand construction requires stable organizational management and long-term operational mechanisms. However, the current volunteer management system in Qingyang Vocational and Technical College still exhibits certain weaknesses. At present, volunteer activities are mainly organized according to temporary tasks or festival arrangements, lacking systematic annual planning and long-term project development. Although volunteer recruitment and activity registration have been gradually improved, management systems related to volunteer training, performance evaluation, and participation incentives are still relatively incomplete.

Some students participate in volunteer activities mainly for credit requirements or short-term recognition rather than stable service commitment. The continuity of volunteer participation therefore remains limited. In addition, the college has not yet established a comprehensive evaluation system to measure volunteer performance, service quality, and organizational effectiveness. The incomplete management mechanism is partly caused by limited organizational experience and management resources. Since volunteer service branding is still in the early development stage, many management systems have not yet become standardized or institutionalized. Moreover, the shortage of professional guidance and long-term financial support also affects the sustainability of volunteer programs. Table 4 indicates that the problems in volunteer service brand construction are influenced by multiple organizational, social, and managerial factors.

Table 4 Causes affecting volunteer service brand construction

Influencing Factors	Main Causes
Organizational Factors	Weak strategic planning and insufficient coordination
Resource Constraints	Limited funding and professional personnel
Communication Factors	Insufficient new media operation and publicity planning
Student Participation Factors	Lack of long-term incentives and participation continuity
Social Environment Factors	Weak cooperation with external organizations

Limited school-community cooperation

School-community cooperation is an important pathway for improving volunteer service quality and social influence. However, the cooperation between Qingyang Vocational and Technical College and external organizations remains relatively limited. Most volunteer activities are conducted within short-term cooperative frameworks and lack stable long-term partnerships. Although the college has established cooperation with some communities and public institutions, the depth of collaboration is still insufficient. Many volunteer projects mainly involve basic service activities rather than comprehensive social governance participation or professional service programs. In addition, cooperation with enterprises, nonprofit organizations, and local media remains relatively weak.

The limited external cooperation restricts resource integration and social influence expansion. Without stable social partnerships, volunteer organizations may encounter difficulties in project sustainability, financial support, and social recognition. Furthermore, students have fewer opportunities to participate in diversified and professional volunteer experiences. The main causes of this problem include limited social resources, insufficient communication with external organizations, and the lack of mature cooperative mechanisms. Some external

organizations also have limited understanding of vocational college volunteer programs, which affects cooperation effectiveness.

CONCLUSION

Volunteer service has become an important component of youth development, social participation, and moral education in Chinese higher vocational colleges. As an important youth organization in colleges and universities, the Communist Youth League plays a significant role in organizing volunteer activities, cultivating social responsibility, and strengthening students' civic awareness. Under the background of educational modernization and social governance innovation, volunteer service branding has gradually become an important pathway for improving organizational influence, participation effectiveness, and cultural identity.

Taking Qingyang Vocational and Technical College in Gansu Province as a case study, this research examined the current situation, existing problems, and influencing factors of volunteer service brand construction. The study found that the college has achieved positive progress in volunteer organization, student participation, and campus cultural development. Various volunteer programs related to community service, environmental protection, rural revitalization, and public welfare have gradually formed a relatively stable activity system. The Communist Youth League organization has also strengthened volunteer management through training programs, campus publicity, and digital communication platforms.

However, several challenges still exist in the process of volunteer service brand construction. First, the overall awareness of volunteer branding remains relatively weak, and the college has not yet established a clear and distinctive volunteer service identity. Second, many volunteer activities are relatively homogeneous and lack innovation and professional characteristics. Third, communication effectiveness and social influence remain limited due to insufficient media operation and publicity planning. Fourth, current management and incentive systems are still incomplete, affecting students' long-term participation enthusiasm and organizational sustainability. Finally, cooperation between the college and external organizations remains relatively limited, restricting resource integration and social influence expansion. The study further indicates that these problems are closely related to organizational management, resource allocation, communication capability, and external cooperation mechanisms. Therefore, volunteer service branding in vocational colleges requires not only activity organization but also systematic planning, cultural identity construction, digital communication innovation, and long-term institutional support.

Based on the findings of this study, several recommendations can be proposed for improving volunteer service brand construction in vocational colleges. First, colleges should strengthen strategic awareness of volunteer service branding. The Communist Youth League organization should establish clear brand positioning and create distinctive volunteer service concepts that reflect the characteristics of vocational education and local culture. A unified organizational image, cultural slogan, and service philosophy can help strengthen organizational identity and social recognition. Second, volunteer activities should become more innovative and professionally integrated. Colleges should combine students' professional skills with social service needs to develop specialized volunteer projects. For example, students from technical majors may provide community technology services, while students from educational or healthcare majors may participate in educational assistance and public health programs. Such integration can improve both service quality and volunteer distinctiveness. Third, digital communication and media operation should be further strengthened. The Communist Youth League organization should actively utilize social media platforms, short-video applications, and digital storytelling methods to improve publicity effectiveness and organizational visibility. Continuous media operation can help establish

stronger emotional connections with students and enhance public awareness of volunteer culture. Fourth, colleges should improve volunteer management and incentive mechanisms. More systematic volunteer training, evaluation standards, participation records, and recognition systems should be established to strengthen organizational sustainability and participation continuity. Long-term volunteer development plans can also improve management efficiency and organizational stability.

Although this study provides useful insights into volunteer service brand construction in vocational colleges, several limitations still exist. First, the study mainly focuses on a single case institution, which may limit the generalizability of the findings. Second, the research mainly relies on qualitative analysis and descriptive investigation, while quantitative empirical analysis remains relatively limited. Third, the study focuses primarily on organizational management and branding practices without conducting deeper comparative analysis among different regional vocational colleges. Future research may expand the sample scope by comparing volunteer service branding practices among different vocational colleges and universities. Researchers may also combine quantitative methods with empirical models to further examine the relationship between organizational identity, communication effectiveness, student participation, and volunteer brand influence. In addition, the impact of digital media and new communication technologies on volunteer service branding deserves further exploration in the future. Overall, volunteer service brand construction represents an important direction for the innovation and development of Communist Youth League work in vocational colleges. Through systematic organizational development, cultural construction, and communication innovation, vocational colleges can further improve volunteer service quality, strengthen student participation, and contribute positively to social governance and youth development.

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