Here are 30 Things Directors May do to Bring Recognition to Their Program
By Bill Swick

1. Have an article about the program published in the school paper
2. Have an article about the program published in a local newspaper or magazine
3. Have a local news station feature your program
4. Have a local television program feature your program and include a performance
5. Get invited to rehearse, conduct, and/or perform at a feeder school or neighboring district school
6. Write an article about guitar education for a professional music education journal
7. Perform in the community as a soloist or with other professionals
8. Be accepted to speak at a state music education association conference
9. Be accepted to speak or present at a national music education association
10. Be interviewed by a national music magazine
11. Be recognized by your school as an outstanding teacher or teacher of the year
12. Be recognized as teacher of the year by your school district
13. Be recognized as an outstanding music educator by professional education organizations
14. Write and publish a book or other educational materials
15. Be a guest on a podcast
16. Present at national conferences, conventions, and trade shows
17. Run for office for the state music education association
18. Run for office for a national music education association
19. Actively seek opportunities to perform with your ensembles
20. Actively seek festivals that your ensembles may participate
21. Think big and outside the box. In this case, the box is the four walls of your classroom.
22. Build and maintain a website.
23. Be active on social media.
24. Attend professional development related to guitar education.
25. Network with other guitar teachers.
26. Mentor new teachers.
27. Create a YouTube channel
28. Create good relationships with music equipment vendors and suppliers
29. Seek composers to write original works for your ensembles
30. Seek outstanding guitar educators to visit your school and work with your students