



Guidelines for Attribution of Credit for NCAC members

Consistent with the [NCAC Canon of Ethics](#), which states that members “shall give credit for completed work to those to whom credit is due, and shall recognize the proprietary interests of others,” the following guidelines are intended to help members maintain proper attribution of credit in any oral, written, or graphic representation of their work.

Such representations may be for marketing, awards entries, websites, general public relations, competitions, publications, resumes or any other public or private representation of an individual’s or member firm’s work.

1. Members should not overstate, actually or implicitly, their involvement in a project.
2. An acoustical consulting project, built or unbuilt, involves any of the services provided by or under the direction of a consultant.
3. In analyzing attribution-of-credit issues, the NCAC Professional Practice Committee views the Acoustical Consultant-of-Record as the legal entity that has contracted for and completed the work in question. It can be a corporation, partnership or an individual consultant. If the Acoustical Consultant-of-Record takes credit for a project, there is no further need to define the role or state “Acoustical Consultant.” Unless specific attribution is noted, it is assumed that the Acoustical Consultant-of-Record is making a representation of complete responsibility for a project, including the design, documentation, construction observation, or any commissioning, tuning or post-occupancy services.
4. A member taking credit for a project or a specific role on a project other than as the Acoustical Consultant-of-Record must clearly define that role, in a way that communicates a degree of contribution commensurate with the member’s role in the project. If a member is not the Acoustical Consultant-of-Record, any oral, written, or graphic representation of a member’s work for that project must be specific enough to make clear the services the member rendered on that project. In written or graphic representations, designation of the member’s role must be obvious, plainly visible, and legible.
5. A member taking credit for a project or a specific role on a project that was performed while employed at a different acoustical consulting firm (whether an NCAC member firm or not) must identify that distinction. If the Acoustical Consultant-of-Record is not named, language similar to “performed while employed by another acoustical consultant” should be used to help differentiate the member’s role.
6. It is not necessary that representations of a member’s work present a complete or exhaustive list of all team participants. However, the acknowledgement of major team participants is recommended, especially in identifying the Acoustical Consultant-of-Record (if different) or those who may have provided services also offered by the member firm (for example, Audio/Video Systems Design or Theatrical Consulting). While it is preferable that such an acknowledgement list the Acoustical Consultant-of-Record (where applicable) by name, an acceptable alternative is to use language similar to “in collaboration with another acoustical consultant” to help characterize the respective roles.
7. If attribution of credit is not previously defined in a written agreement, NCAC recommends that members open a dialogue among all concerned parties prior to making any representations, which may avoid potential conflict.
8. These guidelines will be used as a tool for consistency when evaluating new applicants and complaints between member firms.