

FAQ: Project on assessing skills in the hiring process

Q. Who are you?

[Business Leaders United \(BLU\)](#) is a project of the bipartisan, nonprofit [National Skills Coalition](#). BLU is a network of employers from a range of industries across the nation who are concerned that America's workforce does not have adequate access to skills training. We support our membership in advocating for high-quality skills training policies that help build the workforce that businesses need to grow and thrive.

Q. What is this project about?

We want to better understand how small and mid-sized businesses (10-5000 employees) find workers with the skills they need to fill open jobs. We are especially interested in understanding how you evaluate whether someone has the skills, competencies, and experience you need for jobs you're hiring for. This includes how you interpret the credentials (e.g., degrees, certificates, certifications) a person has. We are specifically focusing on the manufacturing and construction industries.

Q. How will you use my information?

The information you share with us will be combined with interview and focus group results from other business leaders and workforce experts. We will publish it in a short report that makes general statements about our findings and **does not** identify specific companies or individuals by name. [Here is an example of how we have approached a similar effort in the past](#). The report will be published on our website and promoted through social media and NSC newsletters. We anticipate it will be released in Fall 2025, and we will notify you when it becomes public.

Our interview with you will not be recorded or use AI tools. If we decide there is a comment from your remarks that we would like to quote with your name, we will contact you again and request your permission. ***We will not quote you by name without your expressed permission.***

Q. Are you trying to sell a product?

Definitely not! We are a nonprofit public policy organization. Our research is used to inform and advocate for better state and federal policies that help workers get the skills they need, and small businesses find the skilled workers they need. For example, [we advocate for Short-Term Pell](#), which would allow individuals to use federal Pell Grants to pay for high quality short-term training programs tied to local industry demand.

Q. Who funds your organization?



NSC and BLU are supported by private foundations, corporations, and individual donors. Examples of major funders include the JP Morgan Chase Foundation, Walmart, and ECMC Foundation.