



RoyOMartin raises the quality of new hires while reducing turnover and costs

Louisiana-based forestry and wood-products manufacturer RoyOMartin used ACT WorkKeys® solutions to decrease turnover and optimize training costs.

RESULTS:



5%

decrease

in turnover



\$270,000

in savings

over a three-year period



30%

of employees hired

from WoodWorks program which uses ACT WorkKeys NCRC®

WORKFORCE SOLUTIONS USED:



The cost of turnover

THE BUSINESS CHALLENGE

Founded in 1923, RoyOMartin is a Louisiana-based forestry and wood-products manufacturer that has a commitment to providing customers with quality products and services. With approximately 1,200 employees, two plants in central Louisiana, one in Corrigan, Texas, and a timber base of 550,000 acres, RoyOMartin has a significant economic impact on the region.

However, turnover is a costly problem for the company when salaries, training, and downtime are factored in.

Partnering with the Central Louisiana Work Ready Network (CWRN), RoyOMartin wanted to reduce turnover and optimize training costs using ACT WorkKeys.

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The most significant advantage of using the ACT WorkKeys solution is validating the suitability of an employment applicant to the performance requirements associated with a position.”

Ray Peters

Vice President of Human Resources and Marketing
RoyOMartin

Increasing quality hires, decreasing turnover

THE SOLUTION

CWRN engaged ACT-authorized job profilers to identify the specific foundational skills needed for jobs at RoyOMartin. ACT WorkKeys® Assessments were used in screening and hiring decisions.

RoyOMartin's Oakdale plant was the first to implement this system. Following three years of use, turnover dropped by 5% — translating into cost savings of approximately \$270,000.

The quality of hires has also improved, bringing a reduction in the training time required to ensure that workers are fully prepared for their jobs. After four years, the company expanded use to their Chopin plant.

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RoyOMartin is an active supporter of the ACT Work Ready Communities initiative, having our hiring team fully trained on using the ACT WorkKeys NCRC and WorkKeys Assessments in their hiring decisions.”

Donna Bailey

Corporate Director of Employee Engagement
RoyOMartin

SEGMENT OVERVIEW

RoyOMartin is served by the Central Louisiana Work Ready Network (CWRN), a robust workforce development partnership of education, philanthropic, workforce and economic development organizations that includes Central Louisiana Technical Community College (CLTCC), The Orchard Foundation, and the Central Louisiana Economic Development Alliance.

Developing the regional workforce pipeline

OUTCOMES

Committed to closing the skills gap, RoyOMartin also focuses on regional workforce and pipeline development through its high-school program, WoodWorks. Currently offered in 19 schools, WoodWorks helps students develop a career-ready mindset for manufacturing through hands-on activities in forestry, safety, employability, and other skills.

Upon successful completion of the curriculum and assessments and after earning an ACT® WorkKeys® National Career Readiness Certificate® (WorkKeys NCRC), students may interview for a RoyOMartin position following graduation. Currently, 30% of production team members at the Oakdale plant are WoodWorks graduates.

The impact of these partnerships and programs is felt throughout the Central Louisiana region:

- Over 22,000 individuals in the Central Louisiana region have earned an WorkKeys NCRC as of May 2017.
- Over 2,700 individuals in the Central Louisiana region have improved their WorkKeys NCRC level as of May 2017.
- 270 employers recognize or recommend the WorkKeys NCRC.

In the future, RoyOMartin plans to continue partnering with other stakeholders to improve and educate the local workforce while creating jobs to improve the quality of life of its citizens.

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We used ACT WorkKeys NCRC Silver level when selecting candidates for our electrical/mechanical apprenticeship program, and not a single individual underperformed because of an inability to comprehend class materials. ACT WorkKeys was truly an asset to the success of the Maintenance Apprenticeship Program.”

Ray Peters

Vice President of Human Resources and Marketing
RoyOMartin

ACT WORK READY COMMUNITIES



RoyOMartin is one of nearly 270 employers in the Central Louisiana region that are supporting ten parishes participating in ACT Work Ready Communities, a program that helps counties and regions build sustainable, industry-focused workforce development efforts that match people to jobs and provide a certified workforce for existing, expanding and new companies.

See what other parishes are work ready at www.workreadycommunities.org.