RoyOMartin isn’t only a forestry and wood products manufacturer; they’re a catalyst for economic impact in the regions where they operate. Even so, turnover is a constant, costly challenge. The costs of having the issue were stacking up. That’s why RoyOMartin engaged with Central Louisiana Technical Community College and the Central Louisiana Work Ready Network (CWRN) to increase retention and optimize training costs.

CWRN engaged ACT-authorized job profilers to identify the specific foundational skills needed for jobs at RoyOMartin. ACT® WorkKeys® Assessments were made a part of the hiring process and were used in screening and hiring decisions. The company’s Oakdale plant was the first to implement the system. Following three years of use, turnover dropped by 5%, translating into cost savings of approximately $270,000.

But RoyOMartin wasn’t content with improving the company’s talent pipeline. It wanted to help close the skills gap in each region and have a broader impact on the community. That’s why the company started the WoodWorks program. Through WoodWorks—a high school program offered in 19 area schools—RoyOMartin is helping students develop a career-ready mindset.

“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

OUTCOMES

5% Decrease in turnover

$270K in savings over a three-year period

30% of WoodWorks program participants hired