

# NICOLE PETRY ROACH, ALUMNI JOB TALK RECAP (March 10, 2022)

## BA SOCIOLOGY 2013



Since graduating, Nicole Petry Roach has worked in the financial business services sector. She began as a bank teller and moved into management. Over time, Nicole has worked at her financial institution on teams in *Social Media and Customer Service* and now manages a team in the area of *Diversity, Equity, and Inclusion*.

In spring 2008, Nicole Petry Roach and Dr. Zalewski started the WCU Sociology Club together. Nicole was treasurer, then became president, of Sociology Club. Per Nicole, the benefits of Club participation are doing fun things and connecting with others (e.g., through bake sales and reused garment sales fundraising on the Quad and in Sykes), learning from others attending sociology conferences, and learning about the value of personal and professional social networks.

**Nicole identified what she valued and benefited most from her coursework in the Sociology program at WCU:**

- **The people Nicole met “spun my identity into a gendered feminist”**
- **Greater understanding of the complexity of social class and cultural perspectives** that helps her daily in her financial business services work (e.g., she gave the example of understanding the types of business loan needs that are particular to cultural groups)
- **The need for greater empathy** both personally and professionally
- **Communicating more effectively and with great confidence**
- **Being a better team player** by learning about others, how to navigate the challenges of teamwork, and facilitating group problem-solving
- **Effectively examining social processes**; she gave examples in her work including, better understanding of customer complaints, she routinely asks who’s missing in work conversations, and how can business processes be changed intelligently for customers of her financial institution

**Nicole Petry Roach had several recommendations for current students.** They included:

- **Create a LinkedIn account and connect with her—Nicole Petry Roach!**
- **Make connections, meet people, reach out to Sociology alumni from WCU** (using LinkedIn)—they will be flattered to speak with you!
- **Practice developing social networks**; for example, participate in Sociology Club and mock interviews of all types!
- **Develop your skill at group work collaboration**; learn how to get along and work with others toward a common goal!