

June 30, 2025

Attn: Mayor and Council  
c/o Clerk's Office, City of Guelph  
1 Carden Street  
Guelph, ON N1H 3A1

Re: Ward Six Council Vacancy Appointment

Dear Mayor Guthrie and Council,

Please accept this package as an indication of my interest and capacity to undertake the council vacancy in Ward Six, the place I live, and a community I care deeply about.

For as long as I can remember, I have been fascinated by the functioning of governance structures and systems that work in concert to add value to our lives. From the water that we drink to the transportation infrastructure that keeps us moving, when these systems function optimally, there is much to be gained, but conversely, when they do not, there is much at stake.

Pursuing a double specialization in Law and Justice and Political Science at the undergraduate level, followed by a Master's degree in Political Science, allowed these interests to intersect with my career aspirations. Often asked, "Why are you studying political science? Do you want to get into politics?" Until recently, the answer was always no.

That changed when my family moved to Guelph. For the first time in a long time, it feels like I am home, which is the motivating force that compelled me want to leverage my unique skills and experiences to represent my neighbours and be part of the collaborative effort moving the City of Guelph forward.

As a lifelong learner, time has humbled me and strengthened my resolve, education has enhanced my ability to exercise reason and afforded me a critical lens from which to view the world, and unique employment and volunteer experiences have been valuable opportunities to engage with diverse people and ideas.

No stranger to public facing roles with high levels of budgetary, fiscal and fiduciary responsibilities and scrutiny, I understand the degree of accountability and transparency required of the successful candidate. My priority is always to work towards balanced budgets and optimized spends, doing so to the highest ethical standards. As a relative

newcomer to the community, I am impartial and have no conflicts of interest, but see the vision for, and potential of, the City.

For three years, I was lucky to serve as President, Vice President and Social Sciences Representative of the Algoma University Students' Union, elected to each of the roles by my peers. Likewise, my appointments as Chair and Vice Chair of the Algoma University Alumni Association and Secretary of the Whistlestop Cooperative Preschool Parent Board offered valuable insight into the rules of order, procedure, conduct, decorum and good governance.

These roles, as well as my decades-long career as a writer, editor, researcher and educator have honed my written, spoken and interpersonal communication skills and my ability to consistently develop and deliver culturally competent, equity informed and engaging content and programming, and the provision of balanced, evidence-based assessments, informed advocacy, constructive feedback and responsive support, while managing competing priorities and deadlines.

With hundreds of published articles to my name, and others that are not, I possess a deep interdisciplinary knowledge that spans numerous relevant subjects, all of which serve to inform the decision making process.

My areas of speciality include (but are not limited to): community, social and economic development, policy development and evaluation, infrastructure development, construction and housing policy, technology and innovation, industry trends and best practices. I am also familiar with the City's budget, strategic and official plans and am abreast of the various planned and ongoing investments taking place.

It is a pivotal time for the City of Guelph, and specifically Ward Six, as the Clair-Maltby Secondary Plan moves ahead and intensification and densification efforts are underway. I am certain that my skills, knowledge, experience and collaborative nature could serve this council well as you seek to fulfill the objectives set out for the final year of your term.

In closing, it is a pleasure to introduce myself to this council and the community and whether it is in this role or in another capacity, I look forward to being an active part of the team working hard to advance the City of Guelph, a community that we intentionally chose to call home and one which I am grateful to be a part of.

Sincerely,

Jessica Ferlaino

# JESSICA FERLAINO

 [www.linkedin.com/in/jessica-ferlaino](https://www.linkedin.com/in/jessica-ferlaino)  Ward Six, Guelph, Ontario

*A writer, editor, educator and solutions-oriented community builder committed to fostering thoughtful economic development, community wellbeing, environmental sustainability, and civic engagement in the City of Guelph on behalf of my neighbours, the residents of Ward Six.*

## Relevant Employment Experience

Cunning Aspect for Focus Media Group

September 2012 - Present

### **Contributing Writer/Editor**

- Write and edit content for Business in Focus, Construction in Focus, Resource in Focus, Manufacturing in Focus, Healthcare in Focus, and others, while managing internal and external stakeholder engagement.
- Conduct client interviews, transcribe recordings, and utilize various research methodologies to collect and compile data to capturing the voice and essence of each unique client and their story or objective, utilizing SEO and other marketing best practices.
- Evaluate new and existing policies and legislation as it relates to the assignment/industry.

Content Creation and Consultation

September 2012 – Present

### **Freelance Writer/Editor**

- Collaborate with clients to determine their content needs and develop a content strategy to achieve those outcomes.
- Conduct interviews and used other research methodologies to collect, analyze and compile data.
- Develop customized written content including strategic communications, articles, whitepapers, analyses, digital content, grant/funding proposals and reports.

Conestoga College

January 2024 – January 2025

### **Part Time Observer of Teaching**

- Corresponded with assigned faculty in accordance with established processes and workflows established by the Department of Teaching and Learning.
- Attended classes, as assigned, to observe the delivery of the lesson and provide balanced, comprehensive analyses, reports and debriefing sessions.
- Connected faculty to available professional development resources and support.

D&A Collections Corporation

September 2012 – October 2014

### **Team Lead**

- Duties included facilitating inbound and outbound client calls on behalf of a major financial institution.
- Communicated arrears and arrange payment.
- Served as team lead for fifteen people responsible for ensuring daily, weekly and monthly targets were met.
- Followed strict compliance protocols and ensured accuracy in a fast-paced, high-stress environment while introducing a more empathetic approach to debt recovery by offering financial guidance and support.

Algoma University – Departments of Political Science and Sociology

August 2011 – May 2012

**Adjunct Professor**

- Developed culturally relevant and engaging content, lesson plans, course syllabi, assigned reading lists, and conducted lectures, assessments and evaluations for Political Economy and its Critique and Diversity, Community Resistance and Collective Action.
- Facilitated a supportive learning environment that accommodated students' diverse needs and abilities.
- Completed diversity training as part of the institution's onboarding process.

Shingwauk Residential Schools Centre (SRSC)

February 2011 – July 2012

**Research Assistant**

- Participated in the planning and execution of A Journey of Healing & Rebuilding 2011: Gathering and Conference and 2012 Shingwauk Gathering and Conference: Healing and Reconciliation Through Education.
- Initiated outreach and managed correspondence with First Nations communities and organizations across the country.
- Created a national data base for improved stakeholder engagement, which improved and expanded the SRSC's network.

University of Windsor, North Campus Food Bank

October 2009 – April 2010

**Food Bank Coordinator**

- Scheduled, managed and motivated a group of student volunteers to provide non-perishable food items to students.
- Developed and implemented new record keeping and inventory management processes to optimize workflow from year to year.
- Advocated for food security on campus and in the community.
- Solicited non-perishable food donations from the community, while growing the awareness of the Food Bank and its services.

University of Windsor – Department of Political Science

September 2008 – December 2010

**Research Assistant, Teaching Assistant**

- Researched and prepared reports and lectures.
- Graded assignments and provided constructive feedback for student improvement.
- Offered office hours to provide student support, mentorship, and tutoring, when needed.

Ministry of Northern Development and Mines

Summer 2008

**Summer Student**

- Researched and prepared presentations and reports.
- Compiled databases and documents for staff.
- Visited local industries to understand how they work and what they contribute to the local economy.

Algoma University Students' Union (AUSU) – CFS Local 82

May 2005 – May 2008

**Elected President, Vice-President, and Social Sciences Representative**

- Operated in accordance with budgetary, fiscal and fiduciary responsibilities of the roles.

- Provided representation, advocacy and leadership at the student executive level, as well as at an institutional level as a member of the Board of Governors, Senate and subcommittees including Academic Planning and Priorities.
- Promoted student life, engagement and inclusivity. Acted as the program manager of the student centre and worked with Student Services to plan, promote and facilitate events and activities.
- Served as a resource for students in need of support.
- Served as Editor in Chief of The Sentient, a bi-monthly student publication.

## Notable Volunteer Experience

Whistlestop Cooperative Preschool <b>Secretary, Parent Executive Board</b>	June 2025 – Present
Algoma University Alumni Council <b>Chair, Vice-chair</b>	May 2007 – November 2021
First Generation Student Retreat, Algoma University <b>Keynote Speaker</b>	April 2011
CJAM 99.1FM (Windsor-Detroit) <b>Radio Host, All in a Day's Work</b>	October 2008 – July 2009
United Steelworkers Local 2251 <b>Volunteer, Occupational Disease Intake Clinic</b>	May 2008
Step By Step Campaign for Organ and Tissue Donation Awareness <b>Student Torch Champion</b>	March 2008

## Education

Conestoga College <b>Teaching at Conestoga Micro-credential</b>	2024
University of Windsor <b>Master of Arts (M.A.): Political Science</b> <i>Cum Laude</i>	2011
Laurentian University (Algoma University Sault Ste. Marie Campus) <b>Bachelor of Arts, Honours (B.A.): Law and Justice and Political Science</b> <i>Cum Laude, Award of Excellence - Law and Justice and Political Science</i>	2007