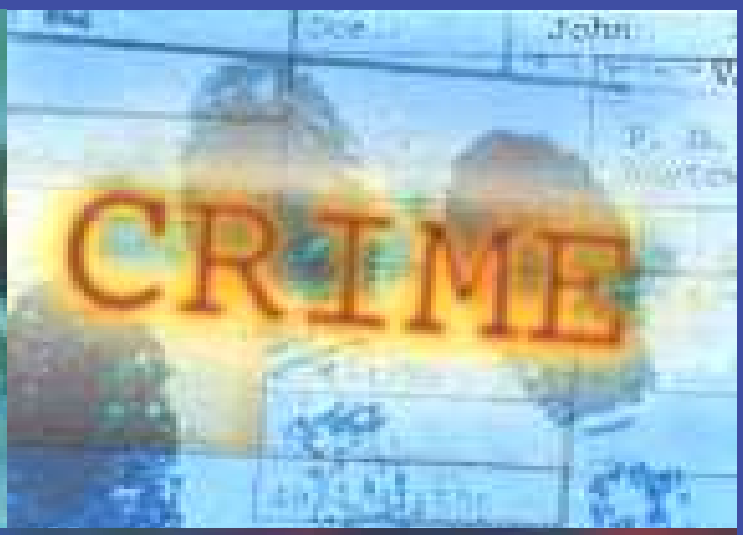


**St. Petersburg**
**Police Department**
**St. Petersburg, FL**

# Crime Analysis Applications Training

## October 19 - 23, 2020

**Presented by**

## Steven L. Gottlieb

**Author of "Crime Analysis: From First Report to Final Arrest"**

*The Alpha Group*
Professional Speakers and Trainers
Serving the Criminal Justice Community
*We Turn Theory Into Practice™*

## The Program

The process of analyzing crime and the incorporation of crime analysis units into the mainstream of police operations is still a relatively new phenomenon. As such, few training programs are designed to acquaint crime analysts and their supervisors with the tasks they need to perform when assigned to these units. Fewer still provide any instruction that actually shows them how to perform these tasks. Whether or not your title is "crime analyst," if all or any part of your job involves analyzing crime, forecasting future criminal occurrences, identifying suspects, tracking crime patterns and series, monitoring crime trends, preparing statistical crime reports, managing the analysis function or using crime data to support field operations, CompStat, or community policing programs, then this Crime Analysis Applications Training course is for you.

**This is a one-week (36 hour) "hands-on" program that provides you with techniques you can use immediately to solve the real-world problems** that daily confront crime analysts, patrol and investigative officers, and community policing personnel. Presented in a comfortable, nonthreatening, limited seating environment that permits individualized coaching, the training takes a **"learn-by-doing"** approach that gives you many opportunities to **actually perform the tasks** associated with crime analysis work. This format of instruction allows for not only a highly-interactive exchange between you and facilitator, but creates a climate which is conducive to the learning process. Translation: You'll learn a lot and have fun too!

## You Should Attend If:

- You are a recently employed crime analyst
- You are an experienced analyst who has received little of the formal training necessary to fully develop your analytical skills
- You now—or may later—supervise analysis personnel
- You are a community policing officer or other law enforcement official who needs to know how to better use data or improve your statistical skills to increase your effectiveness on the job

Regardless of your previous experience with analytical methods, this course is for you. You can always do your job better when you apply fresh ideas and techniques. We've made sure our seminars give you exactly what you need to put you at your peak.

## Here's What You Will Learn

This course focuses on the many operational issues and statistical processes involved in designing and maintaining a dynamic crime analysis program that helps you help your officers catch crooks and do it more efficiently. We'll demystify essential professional skills involving:

## Operational Issues

- **How to Develop a Crime Analysis Program—And How to Run a Crime Analysis Unit**
- **The 8 Functions of Crime Analysis—And Which Ones Lead to "Arresting" Results**
- **How to Identify Existing and Evolving Crime Patterns/Series**
- **3 Methods to Forecast Future Criminal Occurrences**
- **How to Develop Target Profiles and Use Them to Track Criminals**
- **2 Ways to Link Known Offenders to Unsolved Crimes**
- **The Key Role of Crime Analysis in Support of CompStat, Problem Analysis, and Community Policing Programs.**
- **How to Turn Data Into Information—The 5 Critical Steps in the Crime Analysis Process**
- **Source Documents: 3 Types of Offense Report Designs—And Why the Most Often Used is of the Least Value**
- **Is It A Crime Pattern, a Crime Series, or a Crime Trend? Quick Ways to Tell**
- **How to Use the Criminal's MO to Detect Crime Patterns and Series**
- **How to Evaluate the Effectiveness of a Crime Analysis Unit—And One Common Measure That Should Never be Used**
- **Resistance to the Crime Analysis Program: Why it Occurs and How to Overcome it**

## Statistics for Those Who Hate Math

- **How to Predict When and Where Criminals Will Strike Again**
- **How to Analyze Exact-Time Crimes**
- **How to Analyze Time-Span Crimes**
- **How To Keep the Boss Happy With Numbers**
- **How to Calculate "Normal" Crime Levels**
- **Crime Stats Up? Boss Unhappy? Use Boss's Figures and Two Simple Techniques to Legitimately and Ethically Show That Crime Went Down or Stayed the Same!**
- **Painless Preparation of Crime Summary Exception Reports**
- **3 Types of Averages—And Why the One We Learned in School Can Skew Us Up**
- **8 Seldom-Considered Factors That Always Affect Your Crime Rate**
- **How to Properly Prepare Charts and Graphs—Why Overlooking Two Rules Spells Big Trouble**
- **How to Calculate Rates and Indexes**
- **How to Present Conflicting Statistical Findings**

## About Our Crime Analysis Programs

Law enforcement officials send their sworn officers and civilian personnel to our crime analysis courses because of our proven ability to provide them with high-quality, performance-oriented training. Class exercises are based on real-world crime problems analysts are expected to solve each day. As such, students return to their agencies with not only the knowledge of **what** they should do, but, more importantly, **how** they should do it. Skills are developed by instructors who are intimately familiar with crime analysis techniques, and by the students' use of our **comprehensive, easy-to-understand course materials**. These elements contribute to the continued popularity of our crime analysis training programs. Our success, however, comes from our achievement of one important goal: *We Turn Theory Into Practice*.™

## What Others Say About Our Training

*"Our detectives were manually tracking a series of auto thefts in our city. I analyzed the occurrences and forecast the next vehicle theft. Three suspects hit two bait cars on the last night during the predicted time frame of my forecast. The result was three in custody and a major break in the Honda Prelude auto theft ring here in Orange County. I used all the techniques as we discussed them in class…and they worked. Thanks Again!"*

**Senior Police Officer Rick Handfield,**
**Irvine Police Department**

*"This type of training—true crime analysis—is rare. And when combined with Mr. Gottlieb's expertise and humor, it's truly an enjoyable experience."*

**Carolyn Arbogast**
**Manatee County Sheriff's Office**

*"I've been to numerous police courses throughout my career. Steve Gottlieb is by far the best and most knowledgeable in this field. I recommend this course for all analysts and management."*

**Tim Byrne**
**Albuquerque Police Department**

*"This is the most comprehensive course in crime analysis presented in the United States today."*

**Kurt Zimmer**
**Las Vegas Metropolitan Police Department**

*"This course is loaded with useful tips and solid information that every student will use. Many people in the field of crime analysis have been taught the tricks of the trade. Steve Gottlieb's Crime Analysis Applications Course teaches you the trade."*

**Skip Baylor**
**Montgomery County Department of Police**

## About the Crime and Intelligence Certificate Program

All participants in the Crime Analysis Applications Training Course are eligible to have their coursework credited toward the attainment of a Certificate issued by the California State Universities. Students who complete all curriculum requirements will receive a Certificate from California State University, Sacramento, verifying completion of their coursework in this unique field of law enforcement. They will also receive a Certificate from the internationally renown Association of Law Enforcement Intelligence Units (LEIU) recognizing and acknowledging the successful completion of their program of study in Crime and Intelligence Analysis. Please see the section in this brochure entitled: "Earn Continuing Education Units."

## About The Alpha Group

The Alpha Group is comprised of professional speakers, trainers, and researchers who provide their expertise and practical experience to criminal justice, public safety and victim service organizations. The organization is widely known for its ability to provide training in crime and intelligence analysis, criminal investigative analysis, statement analysis, homeland security and terrorism analysis, and other such unique areas of law enforcement.

## About Your Trainer

**Steven L. Gottlieb M.P.A.,** began his law enforcement career in 1968 and served as a police officer with the West Covina, California, Police Department and Deputy Sheriff with the Los Angeles County Sheriff's Department. Recognized internationally for his expertise in the practical application of crime analysis techniques, Steve obtained his Master's Degree in Public Administration from the University of Southern California. In 1982 Steve joined the Chino, California, Police Department, and as Special Service Manager, supervised the Department's extensive Crime Analysis, Crime Prevention, and Serious Habitual Offender Programs. Steve has served as a consultant to the California Department of Justice and taught its statewide crime analysis courses. He has also served as a trainer for the California Governor's Office of Criminal Justice Planning and as a member of its Career Criminal Apprehension Program Technical Advisory Committee. Steve has presented his training for the Federal Bureau of Investigation, US Secret Service, Royal Canadian Mounted Police, and many law enforcement agencies throughout the United States, Canada, Europe, Asia, and the United Kingdom. He also teaches crime analysis courses at the University of California, Riverside. Steve was the original coordinator of a formal certification program in Crime and Intelligence Analysis cosponsored by the California Department of Justice and the California State Universities. He is the author of *Measuring and Evaluating Crime Analysis and Prevention Programs*, and co-author of *Crime Analysis: From Concept to Reality* (with Sheldon Arenberg) and *Crime Analysis: From First Report to Final Arrest* (with Sheldon Arenberg and Raj Singh, Ph.D.)

## Course Times

The course begins at 0800 on October 19, 2020 and concludes at 1200 on Friday, October 23, 2020. Course times are from 0800-1700 Monday through Thursday and from 0800-1200 on Friday.

## Tuition and Course Inclusion Information

Course tuition prices, **without exception**, are based on the date we receive full payment for the course as shown below:

**Early Registration: 12/14/19 to 1/14/20: Course fee is $575.00.**

Standard Registration: 1/15/20 to 9/27/20 Course Fee is $595.00.

Late Registration: 9/28/20 to 10/19/20: Course Fee is $625.00.

### Tuition includes the 36-hour program of instruction and:

- All in-class course materials.
- A copy of ***Crime Analysis: From First Report to Final Arrest***. Filled with more than 600 pages, this book explains how to design, implement and operate a crime analysis program; how to link crime analysis to CompStat, and community policing programs; and how to use the statistical techniques you learn in class to become the star of your own show!
- A copy of ***The Crime Analysis Study Guide and Workbook.*** This 160-page step-by-step manual will be used throughout the class.
- An impressive certificate of graduation that will be presented to you upon completion of the course.

**PLEASE NOTE: Students must provide their own Texas Instruments TI-30X IIS calculator. The hands-on class exercises are specifically prepared for**

Tuition does not include lodging, meals, transportation to and from the meeting site, parking, items of a purely personal nature (pens, pencils, paper, etc.), or the purchase of the Texas Instruments TI-30X IIS calculator used in the class. This inexpensive item may be purchased at Staples and other retailers.

## Registration Information

To register for the course, please contact The Alpha Group at (949) 600-5196 and request the registration form. **Payment must be received at time of registration to receive the registration prices shown above.** Please email the registration form to crimecrush@alphagroupcenter.com.

## Payments, Substitutions and Cancellations

Payments can be made by credit card or agency check. To make a credit card payment, please call The Alpha Group at (949) 600-5196. Please mail checks to: The Alpha Group, PO Box 8, Montclair, CA 91763. Anyone can substitute for you by notifying The Alpha Group. Any cancellations must be made by 9/27/20 to receive any refund due, if applicable. Early registration fees are nonrefundable. For other fees paid, any refund issued will be subject to a $50.00 processing fee. No refunds will be given for any cancellations after 9/28/20, without exception. The Alpha Group reserves the right to substitute speakers should the featured presenter become incapacitated. In the unlikely event that the course is cancelled, the Alpha Group's liability shall be limited solely to refunding of tuition payments.

## Course Location and Hotel Accommodation Information

Please contact the course host for course location and hotel accommodation information. The host is St. Petersburg Police Department, Rick Ferner, 1301 First Ave North, St. Petersburg, Fl 33705. You may contact Rick by phone at (727) 551-3231 or by email at richard.ferner@stpete.org.

## Earn Continuing Education Units (Optional)

You can receive 3.6 Continuing Education Units (CEUs) from California State University upon successful completion of this course and the submission of a directed learning project. These units may be applied to the Certificate in Crime and Intelligence Analysis you will receive from the California State Universities. A modest registration fee made payable to the University is charged for this option. For additional details, or to apply for these units, please contact The Alpha Group Center for Crime and Intelligence Analysis at (909) 989-4366.

## Is This Course Tax Deductible?

Skill-building and professional enhancement programs such as the *Crime Analysis Applications Training Course* are usually tax deductible. Check with your financial advisor to verify applicability of the tax law to your particular situation.

## For Additional Information

If you have any questions or need additional information about the *Crime Analysis Applications Training Course*, please contact Steve Gottlieb, Executive Director, by telephone at (909) 989-4366, or by email at crimecrush@alphagroupcenter.com. Or, you may write to us at The Alpha Group, P.O. Box 8, Montclair, CA 91763.

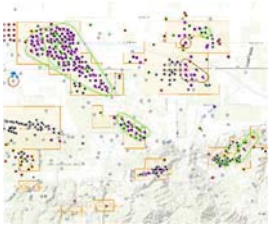

*The Alpha Group*

Professional Speakers and Trainers
Serving the Criminal Justice Community
*We Turn Theory Into Practice™*

P.O. Box 8 • Montclair, California 91763 • Telephone: (909) 989-4366
Email: crimecrush@alphagroupcenter.com
Website: www.alphagroupcenter.com

# CRIME AND INTELLIGENCE ANALYSIS CERTIFICATE PROGRAM

## *With Instruction Provided By*
## *The Alpha Group Center for Crime And Intelligence Analysis*



## Earn your certificate in Crime and Intelligence Analysis!

Insidious and ever present, the criminal element of our society continually becomes more sophisticated. New technology enhances law-breaking abilities, allowing for more specialized and complex crimes. In the Crime and Intelligence Analysis certificate program you will focus on skill development in collecting and analyzing crime data for the forecasting of future crime occurrences; developing target criminal profiles; documenting illicit relationships between people, organizations and events; and using statistical techniques to solve crime problems.

Crime and Intelligence Analysis also identifies and correctly defines crime problems using intelligence information to create directed patrol or tactical action plans leading to an effective police response.

## POST Certification

The Crime and Intelligence Analysis Certificate Program is certified through the Commission on Peace Officer Standards and Training. Please contact us for POST credit eligibility information.

## Is this the right program for you?

**The program is designed for:**

- Those recently employed in the crime and intelligence analysis field who may have no formal training, limited experience or are not certified by a college or university.
- Supervisors of Crime and Intelligence analyst personnel.
- Professionals working in related fields outside of law enforcement who desire future employment as crime and intelligence analysts

**To be successful in this program:**

- Participants should have rudimentary knowledge of the criminal justice system and criminal law through completion of previous course work in criminal justice or on-the-job training
- Participants must be proficient in using Microsoft Excel, Word, PowerPoint and the internet (all assignments will require the use of one or more of these applications)

## Benefits of the Program

Upon successful completion of the program, graduates receive a professional certificate in Crime and Intelligence Analysis from Sacramento State, as well as from the Association of Law Enforcement Intelligence Units (LEIU). They may also receive "On-the-job" training through a 400-hour practicum/internship with a law enforcement agency.

Completion of these courses may also help to meet the requirements of, or earn qualifying points towards, IACA and IALEA certifications.

SACRAMENTO STATE
COLLEGE OF CONTINUING EDUCATION

## Certificate Eligibility Requirements

The two college-level courses below (or applicable work experience) are required in order to complete the Crime and Intelligence Analyst Certificate Program:

- An Introduction to Criminal Justice Course
- A Criminal Law course

Note: Documentation of working knowledge through work experience requires a letter from your employer.

## Register for Classes

To register for a class, please call The Alpha Group at (949) 600-5196, send us an email at: crimecrush@alphagroupcenter.com, or visit us at: www.alphagroupcenter.com.

Classes fill quickly and registration is on a first-come, first-served basis

## Course Descriptions

### Crime Analysis: Data Analysis

Explore the history of crime analysis in law enforcement and learn how to develop, implement and operate a dynamic and fully functioning crime analysis program. Discover the link between crime analysis, community policing and crime prevention programs. Practice creating and using tactical, strategic and administrative crime analysis products. (1.6 CEUs)

### Crime Analysis: Applications

How do you define normal crime levels? How do you create and compare crime rates and prepare strategic and tactical action forecasts? Learn quantitative methods to establish the day, date, time and location criminals are likely to strike again. This includes an exploration of future crime numbers, arrests, calls for services and other variables. Prerequisite: Crime Analysis: Data Analysis (2.0 CEUs)

### Law Enforcement Research and Statistical Methods: Forecasting

Become familiar with basic concepts and sources of crime analysis data and information. Practice collecting data, subjecting it to statistical analysis, and developing and testing hypotheses. Write conclusions on findings and in a manner that adheres to commonly accepted standards of research. (2.0 CEUs)

### Law Enforcement Research and Statistical Methods: Sampling

Learn to prepare different reports required by law enforcement. This class will focus on methods; scales; statistical sampling/measurement; data presentation; and research ethics. The use of sampling techniques in the preparation of survey research projects is also explored. Prerequisite: Law Enforcement Research and Statistical Methods: Forecasting. (1.6 CEUs)

### Criminal Intelligence: Basic Elements

Investigate terrorism, narcotics trafficking, commercialized prostitution, gambling and other conspiratorial activities. A look into the history of organized crime reveals methods to find, process, and analyze information to establish individual or organizational involvement in illegal activities. (2.0 CEUs).

### Criminal Intelligence: Applications

Delve further into techniques for analyzing conspiratorial activities. Students learn to develop association matrices and telephone toll analyses for establishing relationships between conspirators. Learn Visual Investigative Analysis (VIA) charting techniques to display event occurrences. Students get hands-on experience conducting cash flow, net worth, and other financial analyses used to identify money laundries, seizing assets, and the existence of basic skims and scams. Prerequisite: Criminal Intelligence: Basic Elements. (2.0 CEUs)

### Criminal Investigative Analysis: Part I

Study offender behavior, and how it can be used to assist law enforcement. Look into criminal behavior through the offender's eyes and explore how offenders view their victims, themselves, and their crimes. (1.6 CEUs)

### Criminal Investigative Analysis: Part II

Take a closer look at the choices made by offenders to understand the significance of interpreting those choices correctly. Students will also study the causes of criminal behaviors and choices of victim, crime and manner. Prerequisite: Criminal Investigative Analysis: Part I. (2.0 CEUs)

### Crime Analysis: Practicum

Participants in the Crime and Intelligence Analysis program are required to complete a 400-hour supervised practicum in a crime and/or intelligence unit of a law enforcement agency. This allows for a demonstrated practical application of knowledge and skills acquired in the program. This requirement may only be waived for participants who have been, or are, employed full time for one year or more within a law enforcement agency as a crime and/or intelligence analyst. To participate in the required practicum, participants should expect to undergo a background investigation (Section 13511.5 CPC). (40.0 CEUs)

SACRAMENTO STATE
COLLEGE OF CONTINUING EDUCATION