NORCAN

NORTHWEST REGIONAL
CRIME ANALYST NETWORK

NORCAN TRAINING CONFERENCE

April 22 - 24, 2025

1108 E. Marina Way, Hood River, Oregon 97031

CONFERENCE ITINERARY

Monday, April 21st, 2025	
Time	Mountainview Room
0700-0800	Breakfast Provided for Training Lab Attendees
0800-1700	**Dashboarding with ESRI and PowerBI Training Lab (Must be pre-registered - includes morning and afternoon snacks and lunch - breaks to be determined by instructor)** *Owner and Director Stacy Belledin*
1730-1900	Early Registration in the Lounge

Tuesday, April 22nd, 2025	
Time	Gorge Room
0700-0800	Breakfast Provided by Peregrine
0730	Registration and Vendor Exhibits Open
0830-0900	**Welcome Address, Opening Remarks** *NORCAN President Trina Cook*
0900-0930	Vendor Demo - Multitude Insights
0930-0945	Break - Snack Provided by Corona Solutions
0945-1045	**Keynote Presentation- The Evolving Crime Analyst: Adapting, Innovating, and Leading the Future** *Owner and Director Stacy Belledin*
1050-1105	Vendor Demo - ShadowDragon
1110-1125	Vendor Demo - Corona Solutions
1130-1300	Lunch on your own
1300-1345	**Analyst Wellness Brief and Therapy Dog Visit** *Analyst Trina Cook, Executive Director Darin Campbell*
1345-1400	Break
1400-1445	**Ask Me Anything Panel** *Crime Analyst Liz Donovan, Crime and Intelligence Analyst Shawna Gibson, Crime and Intelligence Analyst Jaime Lamanna,* *Law Enforcement Analytics Supervisor Ryan Heitsmith*
1445-1500	Break - Snack Provided
1500-1545	**Big Fish Little Pond - Improving Communication in Smaller Police Agencies (Part One)** *Crime Analyst Abby Elliott*
1545-1600	Break
1600-1645	**Big Fish Little Pond - Improving Communication in Smaller Police Agencies (Part Two)** *Crime Analyst Abby Elliott*
1800-2100	**Welcome Reception Hosted by Multitude Insights**

CONFERENCE ITINERARY

Wednesday, April 23rd, 2025		
Time	Gorge Room	Trillium Room
0700-0800	Breakfast Provided by Peregrine	
0800	Vendor Exhibits Open (Last Day to visit Vendors)	
0810-0850	Vendor Demo - Peregrine	
0850-0900	Break	
0900-0945	**Adding Value to Major Cases - Case Study of a Shooting and Homicide Series** *Crime and Forensic Analyst Courtney Percival*	**Networks of Criminality - A Framework for Offender-Based Policing** *Crime Analyst II Kevin R. Schlichter, Crime Analyst II Lucas J. Skaaland*
0945-1000	Break - Snack Provided	
1000-1045	**Digital Stalking for Public Safety** *Investigative Analyst Paul Hanson*	**Gauging Departmental Effectiveness with Strategic Assessment** *Crime and Intelligence Analyst Eliann Carr*
1045-1100	Break	
1100-1145	**Why an Investigative Analyst?** *Investigative Analyst Paul Hanson*	**Juan Moncivais Homicide: Leveraging the Analytical Team in Support of Investigations** *Law Enforcement Analytics Supervisor Ryan Heitsmith*
1145-1315	Lunch on your own	
1315-1400	**Lightning Talks** *Moderated by Trina Cook* What is a **Lightning Talk**? It's like a short-format open mic for analysts! We share tips and tricks, lessons learned, or any other item of interest. No PowerPoint? No problem! Come on up and tell your tale. Previous topics have been Excel tips, useful software, podcasts of interest, and more.	
1400-1415	Break	
1415-1500	**Unlocking Specialty Unit Data & Actionable Insights** *Crime Data Analyst Cody Gabbard*	**Tree of Justice - Using Familial DNA to Solve a Murder** *Major Crimes Analyst Karlee Crist*
1500-1515	Break - Snack Provided by ShadowDragon	
1515-1600	**Best Practices for Staffing Analysis** *Director of Research and Analysis Lori Frank*	**Finding Patterns, Catching Perps: A Crime Analyst's Playbook to Long-Term Success** *Embedded Analyst Timothy Sweet*
1600-1615	Break	
1615-1700	**Leveraging OSINT and SOCMINT Against Illegal Online Gambling** *Special Agent Bill Spring*	**Data Driven Public Safety: How Casper Police Department Enhanced Their Crime Analysis Capacity** *Embedded Analyst Timothy Sweet, Crime Analyst Sean Collister*
1730	NORCAN Networking Night Out - Ferment Brewing	

CONFERENCE ITINERARY

Thursday, April 24th, 2025	
Time	Gorge Room
0700-0900	Breakfast Provided by Peregrine
0800-0845	**Conference Wrap-Up, NORCAN Year in Review, Raffle** *NORCAN President Trina Cook*
0900-1200	**Ain't No Party Like An OSINT Party** *Moderated by Emily Dorscher* OSINT Party is a series of fun OSINT (Open Source Intelligence) challenges which help participants test their OSINT skills and learn some new ones! You will work in teams of four people to answer the various themed challenges. Each correct answer will award points, and the team with the most points at the end of the challenge will win a prize. Laptops not required, but having one can significantly enhance your session experience.
	There will be a morning snack during the OSINT Party

CONFERENCE INFORMATION

NORCAN Name Tag

Name tags must be worn at all times while at the conference.

Door Prizes

All attendees will receive one raffle ticket and be entered to win great prizes on the last day of the conference. Must be present, with your ticket in hand, to win. Earn more tickets by filling out session feedback cards!

Welcome Reception

Tuesday, April 22, 1800 - 2100 hrs in the Gorge Room. Network with fellow analysts and enjoy appetizers provided by Multitude Insights.

Multitude Insights

Vendor Exhibits

We are pleased to host several excellent vendors at this year's conference. The vendors are located in the Gorge Room. When you visit one of the vendor exhibit tables, you will receive a stamp on your Vendor Passport Card. Turn in your filled Vendor Passport Card to be entered into a drawing to win a prize.

NORCAN Networking Night Out

Wednesday, April 23, 1730 at Ferment Brewing, 403 Portway Ave. Join your colleagues and network, or join the trivia competition and win a prize! If you want a ride, meet in the lobby by 1715 hrs and we will have several cars with room heading over.

FERMENT BREWING COMPANY

Networking Bingo

All attendees will receive a Networking Bingo card. Throughout the conference, introduce yourself to someone who fits the definition of the square, then have them initial in the square. Once you have filled your bingo card, turn the card in at the NORCAN merchandise table for a raffle Friday morning.

Certificate and Overall Survey

In the weeks following the conference, you will receive your certificate via email along with a conference survey. Please complete the survey! Your opinion matters and helps make the conference even better. Want to help plan? There is room on the conference committee for you! Reach out to the NORCAN board and take an active role!

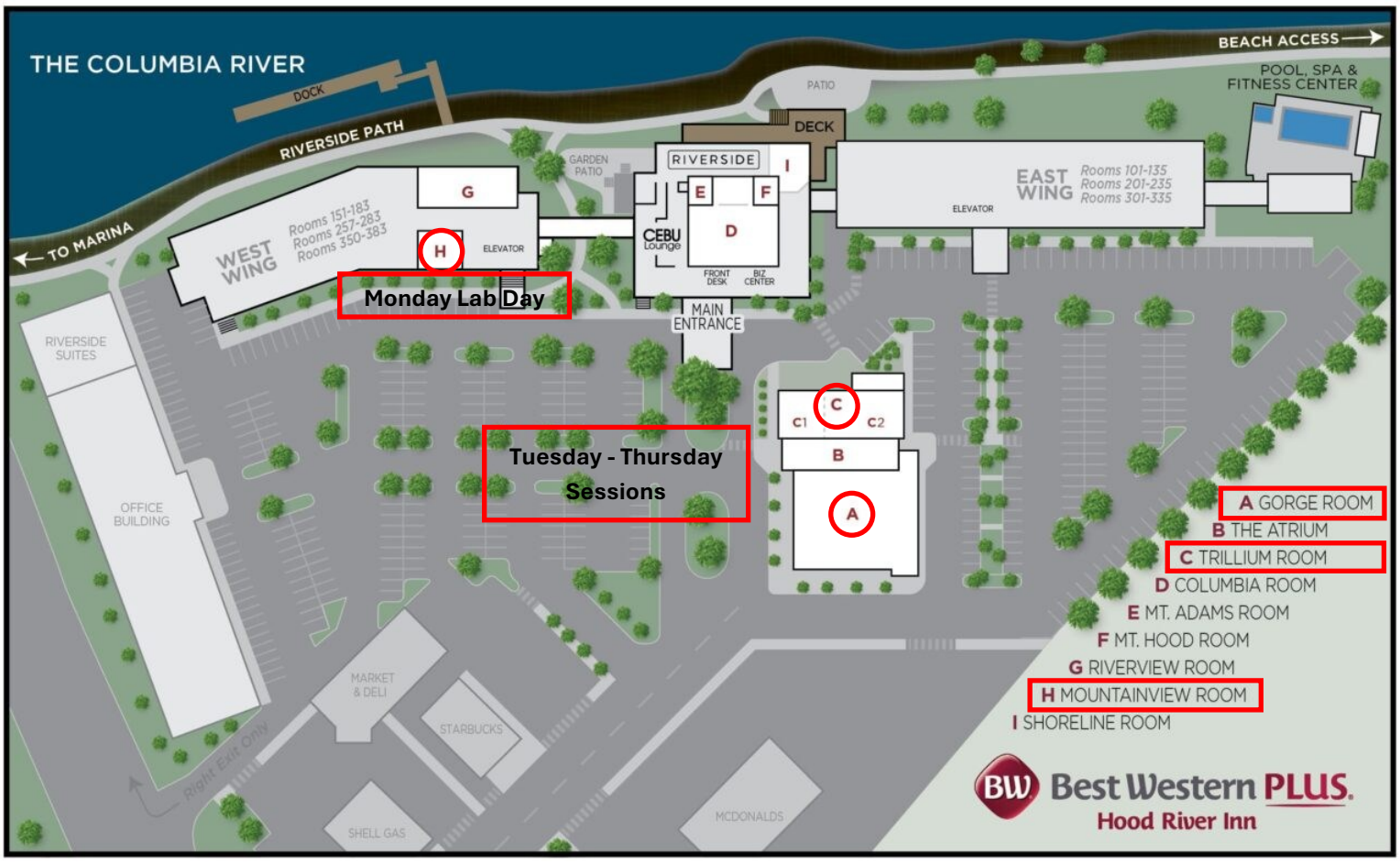
Session Feedback

Cards to give feedback on individual sessions will be available. Each completed card will earn another raffle ticket for door prizes!

Assistance

If you have questions or need assistance during the conference, please contact any board member or conference committee member. You can find them wearing red or green name tags, or ask anyone at the merchandise table.

PROPERTY MAP



GETTING THERE

If you're arriving from the Oregon side, make sure to turn right off Button Bridge Road into the market place. If you pay a toll and cross the Columbia River into Washington, you've gone too far.

VENDORS

ANALYST CIRCLE

Multitude Insights

Peregrine

GOLD

CORONA SOLUTIONS

SHADOWDRAGON

SILVER

CARFAX
CARFAXFORPOLICE.COM

IRIS

SWAG PALS

WESTERN STATES INFORMATION NETWORK
WSIN
California · Washington
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Partnership For Excellence

SPEAKER BIOS and ABSTRACTS

Tuesday, April 22, 2025

Keynote Presentation: The Evolving Crime Analyst: Adapting, Innovating, and Leading the Future

Owner and Director Stacy Belledin

Stacy Belledin is the owner and director of Amplified Analysis Solutions, an organization dedicated to the enhancement of analytical capabilities for public safety agencies around the globe. Stacy is an expert in the public safety field with over 24 years of experience in law enforcement, crime analysis, GIS, and training. As the owner and director of Amplified Analysis Solutions, she specializes in analysis unit needs assessments, departmental data and technology needs, GIS/ spatial analysis, and analytical training. Stacy is also a contracted consultant with the Policing Lab, a non-profit organization that assists law enforcement agencies with strategic optimization of their data and analytical capabilities.

Stacy previously worked for Esri as a consultant, instructor, and writer of public safety training courses, and was a crime analyst for the Jacksonville (FL) Sheriff's Office and Lakewood (CO) Police Department. She has trained hundreds of analysts throughout the years as an adjunct professor at Tiffin University, Arizona State University, and as an instructor with the International Association of Crime Analysts (IACA) and the Crime Mapping and Analysis Program (CMAP). Stacy holds a Master's degree in Criminology and Criminal Justice Studies from Florida State University and a Bachelor's degree in Criminal Justice from Indiana University. She currently lives in Atlanta, GA with her husband and fur child, Sky.

Please join Crime Analyst, Instructor, and Business Owner Stacy Belledin for the NORCAN keynote address, where she will share with the membership her journey in crime analysis and how she now owns a thriving business that helps analysts enhance their capabilities. With the role of the crime analyst and law enforcement evolving, Stacy will address how best to stay relevant in modern policing.

Analyst Wellness Brief and Therapy Dog Visit

Analyst Trina Cook and Executive Director Darin Campbell

An analyst since 2000, Trina gained law enforcement experience at Renton Police Department as a records specialist for six years before starting at Tukwila Police Department. Trina became an IACA Certified Law Enforcement Analyst in 2012. In 2014-15, she led the vendor selection process for her department's new records management system. Trina was relocated in 2018 to her department's Major Crimes Unit and earned the lighthearted title of "Basically A Detective" from her commissioned colleagues. In addition to her daily work, Trina joined the department's peer support team in 2021 and serves on the wellness team as well. As one of three founding members, Trina enjoys being involved in her regional association, NORCAN, and has a special place in her heart for threshold analysis and z-scores.

Following a brief presentation on staying healthy and well throughout a law enforcement career, Executive Director Darin Campbell will showcase the incredible efforts of Working Dogs Oregon. After that, we'll break for an opportunity to unwind and connect with their wonderful therapy dog teams.

SPEAKER BIOS and ABSTRACTS

Tuesday, April 22, 2025

Ask Me Anything Panel

Crime Analyst Liz Donovan, Crime and Intelligence Analyst Shawna Gibson, Crime and Intelligence Analyst Jaime Lamanna, Law Enforcement Analytics Supervisor Ryan Heitsmith

Covering topics like civilian peer support, court testimony, working in a multi-analyst agency, and supervising crime analysts, this panel will offer attendees opportunities for an interactive conversation. Bring your questions! Moderated by Trina Cook.

Big Fish, Little Pond - Improving Communication in Smaller Police Agencies

Crime Analyst Abby Elliott

Abby Elliott started her career in law enforcement as a security officer and transitioned into criminal investigations. While a criminal investigator, she learned what a crime analyst was and made the switch in her career. Abby has been a crime analyst for 3 years with experience at the Jacksonville Sheriff's Office in Jacksonville, FL and the Renton Police Department in Renton, WA. She has her Masters in Public Administration and Policy through the University of Michigan. Abby has experience working with patrol, property crime, and some persons crime investigations. Her specialties are in report automation, social media, and target workups.

Transitioning from a large police agency to a smaller one as a crime analyst can pose its challenges. This training is geared towards newer analysts playing a large role in small agencies. The key elements of making the switch to a small police agency is self-initiation, automating old manual reports to leverage time and efficiency, and communication within all units of the police department.

Some challenges of transitioning include the following items:

- There was no analyst for almost a year and work product that was previously created was forgotten about and not utilized.

- While working alone, there are no peers and supervisors who fully understand your position as a crime analyst.

- I was placed in the Communications and Engagement Division instead of Investigations which posed initial communication barriers between detectives and myself.

The benefits of working at a small agency are as follows:

- More creativity when it comes to projects and reports. You directly apply what you learn through training into your position more effectively.

- More direct access to the community. In a role as a solo analyst, the data you provide is very actionable to the community.

- More feedback and impact in the department. Units heavily rely on a solo analyst and with your expertise, you can provide actionable information to those requesting it.

Adding Value to Major Cases- Case Study of a Shooting and Homicide Series

Crime and Forensic Analyst Courtney Percival

Courtney Percival received her undergraduate education at Portland State University in Criminology (BS), Biology (minor), and Advanced Crime Analysis (certificate). She attended Michigan State University and graduated with an MS in Law Enforcement Intelligence and Analysis. In 2011, she began working at the Sunnyside Police Department specializing in analysis on gangs and violent crime. Her responsibilities have expanded to now include crime scene investigation, mobile forensic analysis, and being an active and founding member of the Yakima Valley Special Investigations Unit- the regional unit responsible for independent use of force investigations.

In the summer of 2018, the City of Sunnyside experienced a series of interconnected gang shootings and homicides. Only one of the cases involved enough evidence to charge two individuals for their acts. In this case, the work of the analyst became a critical component in adjudicating the case resulting in combined sentences of 35 years. This presentation will be a case study and go over some of the ways an analyst can assist detectives and prosecutors in their investigations and achieving successful outcomes. This case study should be particularly useful for analysts in smaller agencies.

Networks of Criminality (NOC) - A Framework for Offender-Based Policing

Crime Analyst II Kevin R. Schlichter, Crime Analyst II Lucas J. Skaaland

Kevin R. Schlichter is a Crime Analyst with the Milwaukee Police Department, assigned to the Fusion Division's Tactical Analysis Unit (TAU). Beginning in June 2021, Kevin has provided support for the violent crimes investigations, Intelligence Officers Program (IOP), ShotSpotter analysis, and the Fusion Division's Real-Time Event Center. His current assignment involves the day-to-day operations of the Networks of Criminality (NOC) Youth Offender Program and analysis of motor vehicle theft trends in Milwaukee. Prior to joining MPD, Kevin has held positions researching and analyzing school safety/ security intelligence, jail populations, and spatial statistics, and has previously presented on the impact of domestic violence courts on recidivism at the Academy of Criminal Justice Sciences (ACJS) annual conference. Kevin received his Bachelor of Arts degree in Psychology and Sociology from St. Norbert College in 2017 and continued his passion for studying criminal behavior at UW-Milwaukee, where he earned a Master of Science degree in Criminal Justice (Crime Analytics concentration) in 2019. His goal is to use this passion to help the city implement strategies that are as effective and efficient as possible.

Lucas J. Skaaland is a Crime Analyst with the Milwaukee Police Department, assigned to the Fusion Division's Tactical Analysis Unit (TAU). Beginning in November of 2022, Lucas has assisted with the operation of the Networks of Criminality (NOC) program and analysis of motor vehicle theft trends in the City of Milwaukee. The knowledge of prominent trends aided in providing analytical support for the Milwaukee Police Department's General Crimes/Robbery Division, which Lucas has supported since joining MPD. Prior to joining MPD, Lucas served as a public safety telecommunicator, working with the facilitation of daily operations for police, fire, and emergency medical services in Milwaukee's northern suburbs. Lucas received his Bachelor of Science degree in Criminology from UW-Whitewater in 2021 and further pursued his interest in criminal justice and sociology at UW-Milwaukee, where he earned a Master of Science Degree in Criminal Justice (Crime Analytics concentration) in 2023. He aims to use this experience to assist in proactive policing strategies as well as support investigative and patrol efforts and aid in overall public safety.

In January 2016, a team of Crime Analysts at the Milwaukee Police Department (MPD) designed an offender-based initiative known as the ***Networks of Criminality (NOC) Youth Offender Program*** *in response to a drastic rise in motor vehicle thefts and robberies reported in the city in 2014 and 2015. NOC is an innovative method for identifying the youth*

offenders and social networks that are impacting Milwaukee's motor vehicle theft and robbery trends. The NOC method is a non-traditional approach that goes beyond the conventional "Top 10 List" by integrating criminal history data analysis, social network analysis (SNA), and threat intelligence to more effectively identify impactful offenders and their networks.

This presentation will provide a thorough examination of the NOC Youth Offender Program, including origins of the problem, data analysis and scoring, a creative and comprehensive intelligence product (the NOC Youth Offender List), and implementation results. The presentation will also highlight case studies in which MPD has utilized variations of the "NOC Method" to address problems with gun crime and the proliferation of the viral "Kia Boys" motor vehicle theft trend that contributed to a +132.5% increase in reported motor vehicle thefts in Milwaukee (2020-2021). Finally, the presentation will conclude with a discussion of how the NOC Method's framework has the ability to be adapted by other agencies by providing hypothetical crime problem examples, recommendations for best practice, and offering additional resources.

The combination of the fluid NOC offender identification method, the NOC Youth Offender List, and the NOC Program's facilitation of the intelligence cycle are the foundations of what make NOC a successful and replicable analytical program. The NOC Program has been recognized by MPD as a legitimate crime reduction strategy and is believed to have contributed to decreases in motor vehicle thefts and robberies since its implementation. Today, the NOC Program remains a top priority of MPD's analytical and policing efforts and is integrated at multiple levels within the department.

Learning Objective:

1.) Learn how the City of Milwaukee successfully responded to drastic increases in motor vehicle thefts and robberies

2.) Develop a comprehensive intelligence product

3.) Understand how to effectively develop and implement an offender-based policing strategy to address a crime problem

Digital Stalking for Public Safety

Investigative Analyst Paul Hanson

Paul Hanson is an Investigative Analyst for the Spokane County Sheriff's Office. Since 2008, he has worked as an Analyst for the US Army, the Defense Intelligence Agency, Project Safe Streets, and SCSO. Investigative support includes, but is not limited to, location analysis technology, electronic and communication device analysis, geospatial and mapping analysis, information storage methods, database exploitation and utilization, data analysis and interpretation, investigative collaboration with other agencies, and as any analyst 'All other duties as required'.

It has been said the internet never forgets. Most people have never known a world that does not track, record, collect, and trade every digital choice, click, and input they add to the digital subnet of current reality. Many individuals may identify their digital persona as equal to or greater than their corporal identity. These are expressed through their likes, shares, blogs, photos, memes, videos, and the avatars themselves. Because of these points, public safety must understand the warning signs of mental disharmony, past abuse, perceived wrongs, violent intent, victim selection, or self-harm infatuation can be seen in the open, accessible, and broad digital landscape that we all spend time in.

I will provide the tips, tools, and resources I use daily to monitor emerging threats, identify potential safety concerns, and identify key details to look out for when using OSINT, social media, or data gained by Search Warrant.

Gauging Departmental Effectiveness with Strategic Assessment

Crime and Intelligence Analyst Eliann Carr

Eliann R. Carr is the Crime and Intelligence Analyst for the Ellensburg Police Department in central Washington. Prior to working with law enforcement, she served 20 years in the United States military, Air Force and Army, working in intelligence, logistics, planning and programming, and information operations. At the same time, she taught psychology full-time at the university level. Dr. Carr has a Ph.D. from the University of South Dakota in Human Development & Educational Psychology.

One of the most important components of strategic crime intelligence is the ability to assess police performance. Traditionally, success was determined through the application of basic crime statistics (e.g., response times, calls for service, etc.). Although these metrics are appropriate measures of performance, they are poor measures of effectiveness. The development of strategic indicators is the viable testament for accurately reporting police success, highlighting areas of achievement and identifying gaps in service otherwise overlooked. The process of strategic assessment creates the objective, reliable means of reporting, which will enhance overall departmental functionality. This presentation will cover the purpose for developing a strategic assessment process, how to avoid common pitfalls, and demonstrate how to report assessment findings in a meaningful manner for all audiences.

Why an Investigative Analyst?

Investigative Analyst Paul Hanson

Paul Hanson is an Investigative Analyst for the Spokane County Sheriff's Office. Since 2008, he has worked as an Analyst for the US Army, the Defense Intelligence Agency, Project Safe Streets, and SCSO. Investigative support includes, but is not limited to, location analysis technology, electronic and communication device analysis, geospatial and mapping analysis, information storage methods, database exploitation and utilization, data analysis and interpretation, investigative collaboration with other agencies, and as any analyst 'All other duties as required'.

Why embed an Analyst in the investigative unit? For many commissioned officers, the detective position is just a part of the career path, which will take up to a few years before moving on. However, the current job will require knowledge of multiple databases, every system and resource the agency can access. Ranging from ALPR, VMS, trackers systems, data analytics, geospatial, public domain data, social media, financial systems, cell phone extraction data, systems provided by federal, state, and corporate entities, the local support groups (Bank Security Officer meetings, Anti-Car Theft groups, local retail LP groups), security camera system extraction, digital currency, and a plethora of knowledge to do the job correctly. Most agencies need a person to specialize in these skills and remain in the unit through the normal commission promotion, transfer, or retirement flow. It will take years to build this knowledge and even longer to replace it if lost. This is why agencies may benefit from creating an Analyst position that will see the development of a skilled person who will remain in the unit for the years to come. This provides a specialist and a built-in trainer for the ever-rotating personnel in the investigative units. This is why you need an analyst in your investigative unit.

Juan Moncivais Homicide: Leveraging the Analytical Team in Support of Investigations

Law Enforcement Analytics Supervisor Ryan Heitsmith

Ryan Heitsmith has a BS in Criminal Justice from Northeastern University and seven years of analytical experience working for the Hillsboro Police Department. He is a Call Detail Record and Geolocation Analysis Subject Matter Expert (LexisNexis) and a Certified Law Enforcement Analyst (IACA).

On July 11th, 2022, Juan Moncivais was fatally shot in the parking lot of Su Casa Supermercado in Hillsboro. The investigation that followed utilized Calls for Service, Call Detail Records/Timing Data, public and private security camera footage, and other data sources to identify and apprehend a suspect. HPD's Law Enforcement Analytics Team played a large role in this case starting with initial research and continuing through trial. This presentation will highlight several analytical successes as well as lessons learned from the case. It will also discuss the specific tools that HPD uses to process Geolocation information, but this work can be done with a variety of tools.

Tree of Justice - Using Familial DNA to Solve the Murder of 14-year-old Wendy Jerome

Major Crimes Analyst Karlee Crist

Karlee Crist is a Crime Analyst at the Monroe County Crime Analysis Center (MCAC), working on-site at the Rochester Police Department Headquarters in Rochester, NY. Karlee began her career working as a Tactical Crime Analyst in December 2016 before taking on the role of the Major Crimes Section (MCS) Analyst in July 2018.

As the MCS Analyst, Karlee is responsible for assisting investigators by identifying suspects and providing leads as they pertain to homicides, officer-involved shootings, bank robberies, abductions and other major crimes. Karlee has assisted in over 300 homicide cases, several of which have been closed by arrest due to intelligence that she provided. Karlee's duties include utilizing several local, state, and federal databases, monitoring social media, analyzing call detail records, creating maps and link charts, as well as providing real time investigative support to investigators. Karlee has also testified in court for murder trials.

Prior to working at MCAC, Karlee completed her dual Bachelor's Degrees in Security and Intelligence and Anthropological Sciences from The Ohio State University. She completed her Master's Degree in Digital Forensics from Utica College in May 2017.

On Thanksgiving night in 1984, 14-year-old Wendy Jerome left her Rochester home to bring her best friend a birthday card. Several hours had passed, and her mother began to worry as she had not returned home. A short time later, her parents were notified by police that Wendy's body had been found behind a nearby school. Wendy's face was covered with her shirt, her jeans were unbuttoned and partially unzipped. Her jean jacket was found lying on the ground approximately 10 feet from her body and her bra was found atop a chain link fence. There was also a substantial amount of blood around Wendy's body. The medical examiner determined that Wendy had died from massive blunt force trauma to the head. She also had multiple lacerations on her body, defensive wounds on her hands, and indicators suggesting that Wendy had been raped. Vaginal swabs were collected during the autopsy and tested positive for the presence of sperm cells. Investigators followed up on hundreds of leads and possible suspects, however, with no witnesses to the crime, limited DNA technology, and minimal physical evidence, the case eventually went cold.

In 1999, Monroe County Crime Lab was able to obtain a DNA profile from the sperm cells collected at the time of the autopsy. The DNA profile was uploaded into CODIS system, which went operational in NYS in 1998. There had been no positive hits, and over the course of the next 20 years, several individuals were able to be eliminated as persons of

interest through DNA comparison.

In 2017, New York State approved the use of Familial DNA testing as a tool for law enforcement. The DNA profile obtained in 1999 was submitted for testing, but was later denied due to the sample not meeting the requirements needed for testing. Additional DNA was able to be collected from Wendy's underwear, and the application for testing was resubmitted in April 2019. By July 2020, the Rochester Police Department received the results from the testing. The results provided the names of two individuals biologically related to the unknown suspect.

The purpose of this case study is to highlight the role the analyst played in this investigation. Analyst Karlee Crist worked closely with investigators through the process and was tasked with creating a family tree in an attempt to uncover the identity of the unknown suspect. The family tree that Karlee created ultimately led investigators to Florida where the suspect, Timothy Williams, was residing.

Williams was arrested in September 2020 for the rape and murder of Wendy Jerome after additional testing was completed to confirm the sperm cells found in Wendy's underwear belonged to Williams. Trial began in November 2023, however, the Judge declared a mistrial in the case due to jury misconduct. A new trial began in February 2024, and Williams was found guilty on three counts of second-degree murder, making it the first ever conviction in New York State to use familial DNA testing. Timothy Williams was sentenced to 25 years to life in prison.

The presentation will discuss how Karlee used publicly available sources to include obituaries, newspaper articles, and birth/death records, coupled with law enforcement data such as police reports, prison visitors and CODIS to build the family tree. The presentation will also provide ways in which Karlee was able to verify her findings through other means. Additionally, Karlee will discuss some of the challenges she faced during the investigation and how she overcame them.

Unlocking Specialty Unit Data & Actionable Insights

Crime Data Analyst Cody Gabbard

Cody Gabbard has been with the Portland Police Bureau as a Crime Data Analyst for over seven years since 2017. Prior to joining the PPB he acted in various analytical capacities in both the private and public sector, including with companies such as AIG, Charles Schwab, the National Insurance Crime Bureau, and the Arlington County Police Department. Mr. Gabbard has been responsible for a variety of projects at the PPB, notably publishing several open data dashboards and speaking on the topic at the IACP Technology Conference. Mr. Gabbard also spoke on the topic of incorporating analysis into sworn training at the 2023 IACA Training Conference. He continues to work on long-term research projects with the aim of expanding on evidence-based policing practices.

In a time when information is key to evidence-based decision making, specialty units can often be a black box of data. Records management systems are typically geared more towards patrol work and specialty unit data collection can be lacking. Two units who have a history of tracking data on their own within PPB are the Air Support and K9 Units. Recognizing the need to track data more efficiently and be consistent with best practices, they both collaborated with the Strategic Services Division (SSD) to improve data collection practices and unlock the potential for actionable insights.

This presentation will walk through how SSD worked with each unit to establish goals (including performance metrics), identify opportunities to quantify outputs and outcomes, and make data entry more systematic within their respective units. The presentation will review the software used to leverage existing data and collect new data, but also review best practices so that regardless of software capabilities departments can learn what considerations they should make

when collecting specialty unit data. We will also cover common pitfalls when using manually entered data and how to avoid these mistakes. The presentation will cover what benefits came as a result of data collection enhancements, including how unit operations can now be tied to and compared with the rest of the bureau's metrics.

Although SSD utilizes software products such as Microsoft SQL Server and Tableau, we will cover data collection best practices that most departments have the tools to utilize. This presentation will be most useful for departments with back-end access to their data and can automate data collection and dissemination efforts, but again, we will review alternative solutions that can still be useful for more manual data tracking.

Best Practices for Staffing Analysis

Director of Research and Analysis Lori Frank

After a distinguished 26-year career in law enforcement as a crime analyst, Lori brings extensive field experience and analytical expertise to her role as Director of Research & Analysis at Corona Solutions. Throughout her law enforcement career, she developed and implemented data-driven strategies that helped optimize patrol operations and resource allocation across multiple jurisdictions.

In her current position at Corona Solutions, Lori examines, audits, and analyzes complex datasets to measure patrol performance and provide comprehensive workload analysis. Her work enables law enforcement agencies to make informed decisions about staffing, resource deployment, and operational strategies. By combining statistical analysis with practical law enforcement experience, she helps agencies optimize their operations while maintaining high standards of public safety and service.

She regularly consults with police departments of all sizes to develop customized solutions that address their specific operational challenges. Her data-driven recommendations have helped agencies improve their efficiency and enhance community service levels while effectively managing limited resources.

Throughout her career, she has remained committed to advancing the field of law enforcement analytics through evidence-based practices and innovative methodologies.

Lori served a combined 16 years on the executive boards of the Colorado Crime Analysis Association (CCAA) and the International Association of Crime Analysts (IACA). She is a POST Certified trainer, an Adjunct Instructor at Front Range Community College in their POST Academy, and an Advanced Certified Law Enforcement Planner.

Lori has been a featured speaker on patrol staffing and resource allocation for the International Association of Crime Analysts (IACA), the International Association of Law Enforcement Planners (IALEP), the National Sheriff's Association (NSA), the Arizona Association of Crime Analysts (AACA), the Florida Crime and Intelligence Analyst Association (FCIAA), the Massachusetts Association of Crime Analysts (MACA), the Northwest Regional Crime Analysis Network (NORCAN), the New York State Division of Criminal Justice and Public Safety (DCJS), the Mid-America Regional Crime Analysis Network (MARCAN), and the California Crime and Intelligence Analysts Association (CCIAA).

A crime analyst's expertise in data analysis and deriving insights can be invaluable when applied to the critical issue of patrol staffing. While high-visibility patrol divisions consume substantial resources, many agencies face significant hiring and retention challenges. This underscores the importance of optimizing workloads for existing patrol officers during this period of staffing constraints.

Prevailing discussions around patrol staffing tend to center on recruitment and retention strategies. However, there is an equally pressing need to examine how to most effectively allocate and manage the workload among the current pool of

patrol officers as agencies work to rebuild their ranks.

To conduct a comprehensive patrol staffing analysis, one must first understand the crucial data points required and the potential pitfalls of lacking this data. Key data elements include officer time spent on various call types (priority, non-emergency, etc.), administrative duties, proactive enforcement initiatives, community engagement activities, and other patrol workload tasks.

A solid workload analysis grounded in comprehensive data enables agencies to make informed, data-driven decisions about staffing levels and deployment strategies. By accurately measuring and understanding the workload on patrol officers, agencies can optimize the allocation of their existing personnel resources to match the demand.

This analytical approach ensures that patrol resources are efficiently utilized and helps agencies identify potential gaps or imbalances in workload distribution. With this knowledge, agencies can implement strategic staffing models, shift configurations, or task reassignments to better balance the workload and maintain effective patrol operations.

Finding Patterns, Catching Perps: A Crime Analyst's Playbook to Long-Term Success

Embedded Analyst Timothy Sweet

T.J. Sweet is an analytics professional who seeks to use his background in crime and intelligence analysis to effect positive change. Sweet received his bachelor's degree in criminal justice from the University of Cincinnati. He began his career as a crime analyst in the Detroit Police Department, where he helped establish a precinct ceasefire unit aimed at addressing the activities of some of the most violent gangs/groups. Sweet also helped the department establish initiatives involving the use of risk analysis on violent individuals.

Sweet then transitioned to the Charlotte-Mecklenburg Police Department, where he supported several patrol divisions and the department's crime, gun, and burglary units. He worked on a range of investigations, including those involving burglary crews and gang conflicts.

Most recently, Sweet has been working as an embedded analyst for the Crime Analyst in Residence (CAR) program. In this role, he has supported law enforcement agencies all over the country in enhancing their crime analysis capacity through training and technical assistance. As a member of the CAR program, he has helped hire analysts by sitting in on crime analyst interviews, and he has taught best practices on all aspects of crime analysis, from tactical to administrative analysis. He has also assisted in the automation of statistics for several agencies and has helped develop data verification processes for each of these agencies.

Crime Analysis as a field is one of the most rewarding professions that can be entered. Between getting to craft agency strategy and helping to clear cases, a crime analyst gets to spend every day of their career making communities safer. However, it can be really challenging to institute crime analysis successfully in an agency. Between advocating for tools, advocating for data access and advocating for a clear vision for crime analysis, a crime analyst will have many hurdles to clear and lessons to learn as they get started in their role. This presentation intends to act as a guide for all new analysts who are trying to land on their feet in their roles. Using experience gathered in implementing crime analysis successfully in agencies all over the country, this presentation will introduce five lessons that are crucial for a crime analyst as they are getting started. Additionally, this presentation will introduce tangible ways that you can follow these lessons as someone is starting in their career as a crime analyst. Attendees will leave this presentation with practical knowledge on how they can institute crime analysis in the most effective way possible.

Leveraging OSINT and SOCMINT Against Illegal Online Gambling

Special Agent Bill Spring

Bill Spring is a Special Agent with the Washington State Gambling Commission, where he has worked as an Intelligence Analyst and Investigator for the past 16 months. Prior work experiences include 20 years of Military Service, where he retired as a First Sergeant (E8) from the US Army. During his time in the Army, Bill worked in multiple leadership and intelligence roles, including Brigade Senior Engineer Intelligence Analyst, Lead Counter-IED Intelligence Analyst, and Company Reconnaissance and Intelligence Sergeant. He holds a bachelor's degree in intelligence studies and criminal intelligence and has a numbers intelligence certification.

Illegal online gambling presents a growing threat, closely tied to organized crime, money laundering, and jurisdictional challenges. This presentation explores how Open-Source Intelligence (OSINT) and Social Media Intelligence (SOCMINT) can empower law enforcement to detect, investigate, and dismantle illegal gambling operations.

The session begins by defining the scope of illegal online gambling and its associated crimes, emphasizing the utility of OSINT and SOCMINT. Attendees will gain insights into the methodologies used to investigate illegal platforms, such as analyzing domain names, tracking cryptocurrency transactions, and monitoring social media for promotional activities. Real-world case studies will illustrate the practical application of these tools, highlighting successes and lessons learned, such as overcoming anonymity and jurisdictional barriers.

The presentation also addresses legal and ethical considerations, including compliance with data privacy laws and maintaining ethical monitoring practices. Finally, participants will be introduced to essential tools and training resources, equipping them with actionable strategies to combat illegal online gambling effectively.

Data Driven Public Safety: How Casper Police Department Enhanced Their Crime Analysis Capacity

Embedded Analyst Timothy Sweet, Crime Analyst Sean Collister

T.J. Sweet is an analytics professional who seeks to use his background in crime and intelligence analysis to effect positive change. Sweet received his bachelor’s degree in criminal justice from the University of Cincinnati. He began his career as a crime analyst in the Detroit Police Department, where he helped establish a precinct ceasefire unit aimed at addressing the activities of some of the most violent gangs/groups. Sweet also helped the department establish initiatives involving the use of risk analysis on violent individuals.

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In the beginning of 2024, the Casper Police Department (CPD) barely had a crime analysis function. CPD had not had an analyst in almost a year, and the biggest thing associated with crime analysis in the agency was persistent and unaddressed inaccuracy. By the end of 2024, CPD had a new crime analyst, who was building dashboards, creating

BOLOs and advancing the mission of data driven public safety with every single thing he did. This presentation will walk through what the CPD did to enhance their crime analysis capacity, as well as where different members of the department were engaged in order to advance data driven public safety. By the end of this presentation, presenters hope that their audience will feel equipped to follow in CPD's example by advancing data driven public safety in their agency through improved relationships with their records department, direct supervision and department leadership. Additionally, the audience will learn about CPD's engagement with the Crime Analyst in Residence (CAR) program, which provided training and technical assistance to support CPD's mission. The audience will see some templates produced by the CAR team, and will get a taste of some of the automation that they can do to support police departments. With the case study, and the examples from the CAR team, the audience will have an idea of how they can create new products and build new relationships to further advance the mission of their department.

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