



**St Petersburg Police  
Department  
(Florida)**

# **Crime Analysis Applications Training**

**October 4 - 8, 2010**

**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, non-threatening, 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 Certification Program

All participants in the Crime Analysis Applications Training Course are eligible to have their coursework credited toward the attainment of a Certificate Award in Crime and Intelligence Analysis (CCIA) and to their CCIA Credential. This program is sponsored by the California Department of Justice and the California State Universities. Students who complete all credential requirements will receive a certificate from California State University, Sacramento, to verify their academic achievement. The California Department of Justice, in recognition of the University Award, will subsequently bestow the title of Certified Crime Analyst upon, and grant the credential to, all students who successfully complete the credential program. 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 Monday, October 4, 2010 and concludes at 1200 on Friday, October 8, 2010.

## Tuition Information

Tuition is \$525 per person for the one-week (36 hour) program of instruction. The tuition fee also includes:

- 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, 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 150-page step-by-step manual also will be used throughout the class.
- An impressive certificate of graduation which will be presented to you upon completion of the course.

**PLEASE NOTE: Students must provide their own Texas Instruments TI-36X calculator. The hands-on class exercises are specifically prepared for use with this particular calculator!!!**

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-36X calculator used in the class. This inexpensive item may be purchased at Sears, K-Mart, WalMart, Target, and similar stores.

## 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 your Certificate Award in Crime and Intelligence Analysis (your CCIA credential). 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.



## The Alpha Group

Professional Speakers and Trainers

Serving the Criminal Justice Community

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P.O. Box 8 • Montclair, California 91763 • Telephone: (909) 989-4366 • Fax: (909) 484-2186  
Email: [crimecrush@alphagroupcenter.com](mailto:crimecrush@alphagroupcenter.com)

## Registration Information

Reserve your seat now! Steve's courses fill quickly and seating is limited. To register for the course, please contact The Alpha Group and request the registration form. Payment must be received no later than September 15, 2010. **Make Checks payable to The Alpha Group.** Please send the registration form and your remittance to: Diana Olson, The Alpha Group, PO Box 8, Montclair, CA 91763. You may also register by phone by calling Ms. Olson at (909) 484-2169, by faxing your registration form to her at (909) 484-2186, or by emailing it to: [crimecrush@alphagroupcenter.com](mailto:crimecrush@alphagroupcenter.com). For credit card payments, please call The Alpha Group at (909) 484-2169.

## Substitutions and Cancellations

Anyone can substitute for you. If this becomes necessary, please call and let us know. If you need to cancel and you contact us no later than September 15, 2010, we'll refund your tuition, less a \$25.00 per person processing fee. The tuition is non-refundable for any cancellations made after September 15, 2010. 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 Rick Ferner, St Petersburg Police Department, 1300 1st Ave North, St Petersburg, FL 33705. You may contact Mr. Ferner by phone at (727) 551-3231, by fax at (727) 892-5130, or by email at [richard.ferner@stpete.org](mailto:richard.ferner@stpete.org).

## 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 Course, please contact Steve Gottlieb, Executive Director, by telephone at (909) 989-4366, or by email at [crimecrush@alphagroupcenter.com](mailto:crimecrush@alphagroupcenter.com). Or, you may write to us at The Alpha Group, P.O. Box 8, Montclair, CA 91763.