



## **Amanda K. Bruner for IACA President**

### **TL;DR**

My name is Amanda K. Bruner, and I've dedicated my career to empowering crime analysts. Through various grant funded initiatives, I've had the privilege of working with and providing training to analysts from over two dozen departments. I'm running for IACA President to take IACA into the next generation.

As a founding board member and current President of the Carolinas Crime Analysis Association (CCAA), I have taken bold steps to expand our membership, collaborate with local universities, bring in nationally recognized experts for in-depth master classes, and strengthen our organization's financial standing. My involvement with the IACA has been equally impactful, as I've been a member of the Regional Associations and Membership committees and was fortunate enough to co-author a chapter for the upcoming textbook.

Now, I'm asking for your support as I run for IACA President this Fall. If elected, I'm committed to ushering in a new era of transparency, where every IACA member will have clear insight into the association's finances, structure, and values. I'll lead the charge to modernize our training programs to make them more accessible to and relevant for analysts worldwide. Additionally, I'll leverage our collective expertise to secure grant funding which will enable us to expand our impact and advance the field of crime analysis even further.

I'd be honored to have your vote. Together, we can pave the way for the next generation.

### **Professional Experience & Expertise**

My name is Amanda K. Bruner, and I have worked in both the practitioner and academic realms to advance the field of crime analysis through applied expertise, leadership in innovation, and a commitment to developing the next generation of analysts. Currently, I serve as a crime analysis advisor in CNA's Center for Justice Research Innovation supporting the Crime Analyst in Residence (CAR), Project Safe Neighborhoods (PSN), and Public Safety Partnership (PSP) grant programs, all of which are federally funded by the Bureau of Justice Assistance (BJA). In this role, I provide training and technical assistance to nearly two dozen law enforcement agencies across the United States, ranging from small and mid-sized departments to large urban organizations. I strive to develop and implement strategic plans to enhance their analytical capabilities. My technical expertise includes managing and integrating data from various sources, automating processes, and building out models in tools such as Power BI and ArcGIS to support advanced analysis.



Before joining CNA, I established the first crime analysis program for the Matthews Police Department in North Carolina. During my tenure, I spearheaded proactive crime reduction initiatives through Stratified Policing, automated reporting, and developed action-oriented products to support evidence-based strategies. Assisting the Criminal Investigations Division, I analyzed call detail records, Google data returns, and other data sources to develop complex link charts and offender workups. I also worked as a corporate intelligence specialist for Bank of America and as a part-time crime and intelligence analyst for the Michigan State University Police Department. I am an adjunct professor, currently teaching undergraduate and graduate courses in crime analysis for Radford University and UNC Charlotte. I hold a master's degree in Law Enforcement Intelligence & Analysis and am a certified Microsoft Power Platform Architect.

### **Leadership & Involvement**

As a founding board member of the Carolinas Crime Analysis Association (CCAA), I have actively contributed to the organization's growth and development over the past four years. Starting as Treasurer and now serving as President, I have collaborated closely with the CCAA board to expand our membership to nearly 200 members. Together, we have introduced monthly webinars, established an online Power BI work group, and partnered with academic institutions to feature a student poster session at our most recent conference. We also launched technical masterclasses at the conference, contributing to its success, with 152 attendees—double the previous year's turnout. In addition, we have changed our membership platform, converted our website, and significantly strengthened the organization's financial standing by growing our reserves from a few hundred dollars to over \$20,000.

My involvement with the International Association of Crime Analysts (IACA) has also been both rewarding and impactful. I previously served on the Regional Associations Committee (RAC) and now assist on the Membership Committee, where I process memberships, particularly group renewals. I've had the opportunity to share my expertise with fellow analysts through presentations at IACA conferences, hosting webinars, and contributing to the automation chapter in the upcoming edition of the IACA textbook. I am truly honored to have received the 2024 IALEIA Individual Award for Excellence and to be nominated for the 2024 IACA Membership Award.

### **Why I Am Running for IACA President**

I am running for IACA President because I am passionate about our field and the impact we can have on public safety. In my work with various law enforcement agencies, I've seen consistent themes that highlight both the challenges and opportunities that analysts face. These experiences have strengthened my belief in the importance of professional development, transparency, and collaboration. I've witnessed how the right tools, training, and support can empower analysts to make a real difference in their communities. As President, I want to ensure every member has the resources and opportunities they need to excel, building a stronger, more inclusive IACA that reflects the diversity and dedication of our profession. Building on the



processes and successes of the past, my platform is about moving IACA to the next level and the next generation, using our current foundation.

## Campaign Platform

My campaign is built on the theme of **Professionalism**, with a focus on three key pillars:

### Transparency

- **Formal Processes:** Implement a standardized, transparent process for all volunteer positions within the organization.
- **Open Governance:** Make committee charters accessible to all members and provide a clear organizational chart of volunteer roles.
- **Accessible Meeting Minutes:** Ensure members have prompt access to detailed minutes from board meetings, including decisions made between meetings, without requiring a request.
- **Financial Accountability:** Increase the frequency and detail of financial reporting to the membership.
- **Administrative Support:** Explore hiring a nonprofit business manager to enhance administrative efficiency and support the association's operations. This position would be contingent on the reallocation of funds or securing of new funding sources.

### Technical Skills Development

- **Skill Pathways:** Develop clear learning pathways for analysts at all levels—beginner, intermediate, and advanced.
- **Critical Thinking and Technical Training:** Ensure a comprehensive approach to analytical development by focusing on both critical thinking and technical skills.
- **Technical Certification:** Introduce a technical certification that emphasizes practical application and real-world scenarios. This certification could stand alone, be broken into modular blocks, or be coupled with the existing CLEA exam.
- **Public-Private Partnerships:** Leverage public-private partnerships to enhance training opportunities for analysts considering that the private sector often drives the public sector toward cutting-edge technology and methodologies.
- **Foster Innovation:** Promote innovation by advancing research on special topics, including AI and analyst wellness, to offer agencies forward-thinking recommendations.

### Outreach & Growth

- **Fix the Forums:** Evaluate alternatives to the current forums to improve engagement considering the success of the previous listserv.
- **Grant Utilization:** Leverage the association's 501(c)(3) status to secure grants that can fund further initiatives and growth.



- **International Representation:** Enhance representation for international members, particularly through support for the international symposium and partnerships with regional associations/chapters in the EMEA, LATAM, and APAC regions, to ensure global inclusivity.
- **Regional Training:** Develop and implement training plans that cater to the unique needs of different global regions, moving beyond a U.S.-centric approach, with a focus on leveraging contacts and specialists in these areas, and increasing the translation of English materials to better serve non-English-speaking members.
- **Academic Outreach:** Reinstate the Academic Outreach Committee to strengthen ties with educational institutions and foster future generations of analysts.

My vision is to enhance the legitimacy of our association and ensure that analysts are recognized as indispensable members of the law enforcement community. With your support and input, I am excited about the opportunity to jointly lead our association. I welcome your questions and ideas—please feel free to reach out to me directly at [amandakbruner@gmail.com](mailto:amandakbruner@gmail.com).