



# 2020 Annual Report

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## Message from the President

2020 was a year like no other. I will leave it at that as I am weary of reliving all the hardships this year presented. One of the board members mentioned a conversation she had with a member who stated, “since the conference was canceled, I guess there really wasn’t much for the board to do this year.” The rest of the board had a good laugh as nothing could be further from the truth! As you read through the annual report, you will see there has indeed been a great deal happening. As usual, our crime analyst superpowers helped us get through what has undoubtedly been one of the toughest years of our lives. As crime analysts, when life gets difficult, we “IACA”: **Innovate, Articulate, Collaborate** and **Activate**. I know this is a little corny, but these qualities are innate within the individuals who choose our profession, and they are what gets us through the challenging times.

The IACA board welcomed two new officers in 2020. Rachel Carson became the Vice-President of Membership and Kristen Lottman became the Secretary. They have brought some fresh, new ideas to the IACA. The other board members have provided stability and continuity so that we can complete existing projects. This executive board has worked well together to prioritize and support our committees as they reinvent our traditional way of doing business.

In my first year as president of this association, I was truly amazed by the sheer volume of work that is completed by a team of all volunteers. 2020 was even more incredible as the amount of structural change our association dealt with was so immense. I want to thank all the talented volunteers who work incredibly hard on their respective committees. Please take the time to read through this annual report to see what your fellow members have been working on to benefit you, the dedicated members of IACA.

Warm Regards,

*Mary K. Bertuccelli*

## IACA Executive Board



**Mary Bertuccelli, President**  
[president@iaca.net](mailto:president@iaca.net)

Mary Bertuccelli is the Crime Analysis Unit Supervisor for the Scottsdale Police Department in Scottsdale, AZ. She started her career in law enforcement in 1997 working for the Washington/Baltimore HIDTA in Greenbelt, MD and then was assigned to the Baltimore Police Department as a Criminal Intelligence Analyst.

Mary holds a Master's in Public Administration from the University of Arizona and has taught both Crime Analysis & Police Function courses at Arizona State University as well as being invited in 2009 to instruct the Brazilian Military Police in the fundamentals of Intelligence Analysis. Mary is an active member and past president of the Arizona Association of Crime Analysts. She has served on IACA committees since 2006 and been a member of the IACA since 2002. She is passionate about working cold cases and is currently on the FBI's National Advisory Board for the Violent Crime Apprehension Program (ViCAP).

In her spare time, she enjoys spending time with her family and hiking with her dogs.



**Annie Mitchell, Vice President of Administration**

[vp-administration@iaca.net](mailto:vp-administration@iaca.net)

Annie Mitchell recently retired from the Los Angeles County Sheriff's Department (LASD) after holding the position of Supervising Crime Analyst and Sheriff's Analysis Unit Training Coordinator. She also held the office of President for the Southern California Crime & Intelligence Analysts Association for two terms. Annie is a longstanding member of both associations.

After working clerical and dispatch assignments, Annie discovered crime analysis within the LASD. She worked over thirty years as a crime analyst with a variety of assignments, including patrol, intelligence, and drug, homicide, and gang task forces. More recently, Annie devoted a great deal of her time and experience in developing much needed training and mentoring for crime analysts. She is currently a California Peace Officer's Standards and Training (POST) advanced instructor and developed the first 40-hour class for crime analysts. Promoting our profession and the IACA is Annie's focus when presenting to not only crime analysts but executives, detectives, and patrol personnel.



**Rachel Carson, Vice President of Membership**

[vp-membership@iaca.net](mailto:vp-membership@iaca.net)

Rachel Carson is Analytical Director of Futurum Consultancy and Training, a global provider of intelligence, analysis and risk management services who have offices in London UK, Hong Kong, and Sydney. Before becoming Vice President of Membership for IACA, Rachel was Chair of the International Outreach Committee. Rachel started her career in crime analysis in 2004 when she joined the British Transport Police (BTP) as their Principal Analyst, responsible for developing and

implementing their national crime analysis function. After three years with BTP, Rachel moved to Transport for London (TfL) where she subsequently developed and led their intelligence and Analysis team, working alongside the three police agencies in London. In her current role with Futurum Consultancy and Training, Rachel has delivered training to more than 20 foreign law enforcement and government agencies worldwide. Her specialist areas are Open-Source Intelligence and Targeting analysis for HUMINT operations and i2 Analyst's Notebook, as well as enabling agencies to develop their intelligence processes, capacity, and capabilities.

Rachel is hugely passionate about developing IACA services and connecting our members to share knowledge, experiences, and best practices.



**Kristen Lottman, Secretary**

[secretary@iaca.net](mailto:secretary@iaca.net)

Kristen Lottman is a Crime Analyst for the Mesa Police Department in Mesa, Arizona. Kristen started as a volunteer and college intern and had the opportunity to work in several areas of the department, including crime analysis, the holding facility (jail) and victim assistance. Although Kristen originally set out with a completely different career path in mind, she now looks back and realizes how blessed she was to have been surrounded early on by incredible mentors who

inspired her to pursue the amazing field of crime analysis. Kristen just reached her 20-year milestone with Mesa and cannot imagine herself in any other role.

Kristen received a Master's in Leadership from Grand Canyon University. She is a long-time member of IACA and has also held various board roles with the Arizona Association of Crime Analysts. Kristen finds it rewarding any time she can advocate on behalf of the crime analysis profession and she is very grateful for the opportunity to work with the other executive board members to serve the IACA membership.



**Rhonda Maher, Treasurer**

[treasurer@iaca.net](mailto:treasurer@iaca.net)

Prior to becoming a Crime & Intelligence Analyst, Rhonda served for 18 years in Accounts Payable and Receivable. Some of the corporations Rhonda worked include the following: International Multifoods Corporation, Grace Corporation, and Panasonic Corporation. Rhonda transitioned to government work by taking the position as the accounts payable and receivable person and oversaw the entire City and County Library system for the City of Riverside. Rhonda finished her career in

accounting from a position in the City of Riverside Treasury/Utilities Department before leaving and becoming a Crime & Intelligence Analyst with Riverside City Police Department in 1995.

Rhonda earned her bachelor's degree from Cal State Long Beach and has been a Crime and Intelligence Analyst for 27 years. Rhonda completed her Crime & Intelligence Certification from the University of California, Riverside in July 1997 and in 2005, received Certification in Geographic Profiling. Rhonda joined San Bernardino County Sheriff's Department in 2000 as a Crime & Intelligence Analyst and is currently assigned to the Intelligence Division. Rhonda took part in the creation of the Inland Empire Crime & Intelligence Analyst Association in 1997. Rhonda has served on the IECIAA board in all position and, while President of IECIAA, she also served a dual role as California President. Rhonda has been a member of the IACA since 2003, she has served as the conference registrar and currently holds the board position as Treasurer.

## IACA Committee Updates

### Awards & Recognition Committee

**Danelle DiGiosio (Chair)**, *Arapahoe County Sheriff's Office (CO)*

**Bryana McGrail**, *Johnson County Sheriff's Office (KS)*

**Mick Sachdeva**, *Peel Regional Police (Canada)*

This committee handles all aspects of the annual Awards Ceremony, including planning, managing the awards programs, and obtaining the physical awards given to the winners. Committee members run the Analytical Products Contest, administer the Conference Scholarship Program, and coordinate the process for all the IACA awards.

Although unable to give out scholarships and the “general awards” in 2020, the Awards Committee was able to procure the Board Award, President’s Award, and the Ambassador Award for virtual presentation to the recipients. It was nice to still be able to help celebrate and recognize some of our members this year! Congratulations to:

Yarisa Walsh – *Ambassador Award*

Beth Glover – *Board Award*

Kyle Stoker – *President’s Award*

The Awards & Recognition Committee is committed to recognizing our members’ efforts and contributions and will still work to expand the ways in which we can do that. We will also continue to look for ways to increase participation and refine our contests and processes.

### Bylaws and Policy Review Committee

**Sean Rambaran (Chair)**, *Pima County Attorney's Office (AZ)*

**Levi Giraud**, *Denver Police Department (CO)*

**Alexander Gulde**, *Florida Department of Law Enforcement (FL)*

This new committee formed in July 2020 to assist the Executive Board with reviewing several proposals to change the IACA bylaws, which were last updated in 2014. The committee is working through existing bylaw verbiage and comparing it to current policies to flush out any inconsistent practices. It is anticipated that recommendations to change the bylaws will be put to the membership for further discussion and a vote in Spring 2021.

## **Certification Committee**

**Kimm Barnes (Chair)**, Douglas County Sheriff's Office (OR)

**Jonathan Alston**, RCMP (Canada)

**Milena Bruns**, International Criminal Court

**Steven Hawthorne**, Lafayette Police Department -ret. (IN)

**Tamika Prince**, Pearland Police Department (TX)

**Alex Schneider**, Burleson Police Department (TX)

**Jenny Zawitz**, Albermarle County Sheriff's Office (VA)

**Carola Jersonsky**, Police of Buenos Aires Capital City, International Liaison

While 2020 brought its own set of challenges to our membership, the Certification Committee was fortunate enough to weather the storm. Certified Law Enforcement Analyst (CLEA) applications have been steady throughout the year, and only slightly below average.

2020 CLEA Applications Submissions: 42

2020 CLEA Applications Approvals: 28

Actual testing numbers have, however, come below average. The last two years averaged 17 exams, and 2020 saw just 10 exams. Initially, several more were scheduled, but as agencies went into lockdown and as more analysts began working from home, obtaining the required on-site proctor became too challenging for most and they were forced to postpone their exams.

2020 CLEA Exams – Passed: 3 (including the first CLEA certification for Mexico!)

2020 CLEA Exams – Not Passed: 7 (4 exams were first attempts; 3 exams were second attempts)

This year, the committee was able to re-certify every applicant that submitted their qualifications for review.

2020 CLEA Re-Certifications: 11

**The total number of active CLEA certifications is 83.**



## Certification Committee (continued)

### **BIG NEWS!!!**

2020 saw some exciting developments for the Certification Committee! During the 2019 annual conference in Maryland, it was decided that a second certification would be created for the IACA. This new certification is titled **LEAF**, which stands for **L**aw **E**nforcement **A**nalyst – **F**oundational. It is an entry-level exam, based on eight core competencies. The objective is that, if passed, it will demonstrate a solid foundation of knowledge for anyone entering the field of crime analysis, or just beginning their career.

The LEAF certification is due to be launched in early 2021. Currently, the IACA website is undergoing some structural changes which prevents posting new material, but as soon as possible, all details such as the program outline, reading list and study guide will be posted online. The **only** requirement to take the LEAF exam is an active membership in the IACA.

This certification could not have been created without the work of the following volunteers, who gave a tremendous amount of time to this project:

Alex Schneider	Jason Paynich	Yarisa Walsh
Angela Backer-Hines	Jenny Zawitz	Jason Elder
Carola Jersonsky	Steve Hawthorne	Anthony D’Abruzzo



### **GOALS FOR 2021:**

So, what comes next? Whilst there may still be some uncertainty looming in the near future, the Certification Committee is committed to moving full steam ahead. We are growing at every turn. Already, we have begun international translations of the LEAF exams. Based on demand, we have started with Spanish and Portuguese for our first translations.

In addition to the launch of LEAF, 2021 will be the Year of CLEA! It is hard to believe that it has been 15 years since the inception of the CLEA certification. Our committee is set to re-evaluate the CLEA exam content, as well as begin much needed translation. We are revisiting such items as the criteria points, exam scoring, as well as number of exam attempts.

Please, consider making one of your goals for 2021 an IACA certification. Certification through IACA promotes growth and development as an analyst! Regional associations are strongly recommended to consider hosting certifications exams at their annual conferences. Analysts are encouraged to keep studying, learning, and preparing to become a certified analyst. Let us continue to build upon the vision of the IACA founders – Let us support one another – Let us build strength in numbers!

## **Certification Committee (continued)**

On a personal note, as Chair of the IACA Certification Committee, I would like to give my thanks and appreciation to the Executive Board for their assistance in all matters these past couple of years. Most especially to my liaison, Rachel Carson, who has become a cornerstone for me. Also: Kyle Stoker and Yarisa Walsh, thank you both so much for helping me navigate these waters.

Finally, please feel free to submit your thoughts and ideas on the certification program. What would you like to see? Is there something that you always thought we should do? Something that we *shouldn't* do. All constructive comments, concerns and commendations are welcome! Please send them to: [certification@iaca.net](mailto:certification@iaca.net).

## **Conference Committee**

**Albert Mesa (Chair)**, Henderson Police Department (NV)

Hotel Rooms/Food & Beverage:

**Linda Muir**, Helms Briscoe

Exhibitors/Sponsors:

**Beth Glover**, Lee's Summit Police Department (MO)

**Della Rankin**, Toronto Police Department (Canada)

On-Site Coordinator:

**Lisa Marie Morissette**, Los Angeles County Sheriff's Department (CA)

Speakers/Audio & Visual:

**Brittany Willis**, Scottsdale Police Department (AZ)

**Danielle Martell**, Deschutes Police Department (OR)

**Debra Piehl**, Policing at The Piehl Group

Registration/Conference App:

**Jennifer Corum**, Louisville Police Department (KY)

**Sarah Fletcher**, Arlington County Police Department (VA)

**Olivia Marquez**, Las Vegas Metro Police Department (NV)

In January 2020, the Conference Committee was beginning their preparation for the scheduled conference in Chicago at the Palmer House. They are moving forward with the planning of the 2021 training conference that is tentatively scheduled for the week of August 23<sup>rd</sup> in Las Vegas, Nevada at the Planet Hollywood. Because our "normal" has drastically changed, the committee members are also exploring virtual options for those whose training budgets have been cut and travel restrictions may prevent in-person attendance.

### **Conference Committee (continued)**

Once it was realized that we had to cancel our annual event, our committee worked with the Training Committee on offering free virtual presentations over a six-month period. This proved to be extremely popular with many members, providing them the opportunity to virtually attend presentations that would have only been offered at the in-person conference.

The Conference Committee was approached by “The Total Intelligence Group” who offered to present a one day, IACA Intelligence Conference which occurred, free of charge to the membership, on December 3, 2020. The committee was also able to secure several sponsors for the event.

### **Educational and Student Affairs Committee**

**Jason Paynich (Chair)**, Quincy College (MA)

**Nancy Aguirre**, Riverside Community College Division: Moreno Valley College (CA)

**Christopher Herrmann**, John Jay College of Criminal Justice (NY)

**Kristy Paine**, Moreno Valley College (CA)

The Educational and Student Affairs Committee (ESA) exists to serve as the liaison between colleges and universities offering crime analysis degrees and certificates, to advocate for good crime analysis educational standards, and to advocate for educator and student interests within the IACA.

In 2020, the committee arranged the first ever IACA/ACJS (Academy of Criminal Justice Sciences) collaboration. IACA was scheduled to deliver 2 panels at the ACJS Spring 2020 Annual Conference, present the IACA booth in the exhibit hall and cohost the Alpha Phi Sigma CJ Honor Society luncheon. The committee established a blue-ribbon panel of experts with established links to higher education and was set to start influencing the curriculum development of future CA programs. Unfortunately, that conference was cancelled due to Covid-19, but the committee is hopeful to be able to replicate these efforts at a future ACJS conference.

In Fall of 2019, ESA began collaboration with the CLEA Exam Subcommittee with intent to develop a new certification system for IACA. Those efforts resulted in the development of a “question bank” of potential questions, each which was vetted by the ESA Committee. ESA then arranged a focus group of people outside the IACA and CA discipline to vet the new exam and the testing platform. Responses were forwarded to the Subcommittee Chair for her evaluation and implementation. In addition to assisting with testing questions and the testing platform, ESA members were tasked with evaluating a proctoring service.

In Spring 2020, ESA worked with the Training Committee and executive board members to establish an academic articulation agreement between the IACA and National American University. This agreement established an arrangement whereby IACA members who successfully complete IACA training courses would be eligible to earn academic credit from NAU for those completions. The agreement further established that IACA coursework was transferable to NAU and applicable toward their Criminal Justice degree for those members seeking advanced educational opportunities.

## **Elections Committee**

**Amy Metcalf (Chair)**, *Citi Security Investigations*

**Amy Warkentin**, *Overland Park Police Department (KS)*

**Mindy Duong**, *Lakewood Police Department (CO)*

The Elections Committee is responsible for administering a fair elections process for all positions on the IACA Executive Board. This committee provides candidates the opportunity to promote campaign agendas and facilitates interaction between candidates and the IACA membership.

In 2020, the position of Vice President of Administration was up for election. Three candidates expressed initial interest and two of those candidates obtained the 2% nomination requirement to advance to the voting phase.

Approximately 480 members (or 12% of the IACA membership) participated in the voting process. The IACA membership voted to re-elect Annie Mitchell to an additional 3-year term.

## **Ethics Committee**

**Rhea-Lyn Gerstenkorn (Chair)**, *Palm Beach County (FL) Sheriff*

**Veena Deosaran**, *International Forensic and Business Institute (Trinidad and Tobago)*

**Autumn Kaiser**, *Figure A Consulting (WA)*

**Debbie Sealey**, *Financial Intelligence Unit of Trinidad and Tobago*

**Ali Leduc**, *Chelsea (MA) Police Department*

**Chisen Goto**, *RCMP (Canada)*

The Ethics Committee is a bylaws-mandated committee responsible for investigating ethical grievances concerning IACA members, IACA committees, IACA projects, or IACA board members. They are a fact-finding body that recommends sanctions or resolutions at the conclusion of their review.

The Ethics Committee is happy to report that no grievances were received in 2020.

## **International Outreach Committee**

**Yarisa Walsh (Chair)**, *IKEA North America (PA)*

**Jacob Baisley**, *Moat Homes Ltd (United Kingdom)*

**Christopher Bruce**, *Husson University (ME)*

The IOC ensures that the products and services of the IACA are relevant and valuable to the global community of analysts. Each member of the IOC is a global ambassador for IACA, and they play a vital role in the recruitment of new members from unrepresented nations. They also represent the association to non-North American organizations and interests, and advocate for international interests among existing IACA positions and committees.

While 2020 was a year of endless global challenges, our IOC managed to accomplish great things:

- The Latin America Subcommittee hosted 10 webinars in Spanish and many of the webinars had over 200 people in attendance from 21 countries.
- Assisted the Certification committee with evaluations of Spanish and Portuguese documents submitted by members looking to take IACA's Certification Exam.
- Established a Canadian and a translation subcommittee.
- Assembled information from dozens of countries as part of an ongoing "dossier" project to understand how crime analysis is performed in countries around the world.
- Represented IACA in global virtual events and in different languages.
- The translation subcommittee worked on 72 translated documents in 3 languages. In the future, they will translate in 4 different languages.
- The Latin America Subcommittee hosted the first ever Latin America virtual symposium in which we had over 600 attendees from all Latin America, Italy, Portugal, and the Spanish speaking Caribbean.

### **Sub-committee of African Development**

*Lorraine Classen (Chair), AfriForum (South Africa)*

### **Sub-committee of Canadian Development**

*Mick Sachdeva (Chair), Peel Regional Police*

*Kim Audette, RCMP*

*Monica Deters, RCMP*

*Scott Bennet, Edmonton Police Service*

*Tanya Schade, Edmonton Police Service*

## **International Outreach Committee (continued)**

### **Sub-committee of European Development**

*Friedrich Steiner (Co-Chair), Austrian Federal Police*

*Jacqueline Evans (Co-Chair), Intelligence Analyst (United Kingdom)*

*Bernhard Egger, Bavarian Police (Germany)*

*Jakob Lindergaard, National Police (Denmark)*

*Snorri Arnason, Financial Intelligence Unit Reykjavik (Iceland)*

### **Sub-committee of Latin American Development**

*Héctor Amaya Cristancho (Co-Chair), ICITAP (Colombia)*

*Emely Castañeda (Co-Chair), Los Angeles County Sheriff's Department (California)*

*Clara Yanira Porras Palacios, Ret. Colonel (Colombia)*

*Erin Nelson, Investigative Analyst (Washington DC)*

*Jesus Camacho, Venezuelan National Guard (Venezuela)*

*Patricio Tudela Poblete, Fundación Paz Ciudadana (Chile)*

*Óscar Aaron Santiago Quintos, Procurador General de la República de Mexico (Mexico)*

### **Translation Sub-committee**

*Paulina Leske, Homeland Security (CA) - Spanish*

*Marcelo Cáceres, Prosecutor Office in Chile - Spanish*

*Brenda Trocio, Southern Nevada Counter-Terrorism Center - Spanish*

*Manuel Medina, Basel Institute on Governance - Spanish*

*Andreas Olligschlaeger, Carnegie Mellon University (PA) - German*

*Alexander Gulde, Florida Law Enforcement Analyst Training - German*

*Alexander Wagner, Lesley University (MA) - German*

*Rafael Rossi, Santa Catarina Estate Police (Brazil) – Portuguese*

*Luiz Augusto Vieira de Oliveira, Military Police of the State of Rio de Janeiro (Brazil) - Portuguese*

*Wellington Clay Porcino Silva, Brazilian Federal Police - Portuguese*

*Cilia Maria Ruiz-Paz, Miami Beach Police Department (FL) - French*

## International Symposium Committee

**Yarisa Walsh (Chair)**, *IKEA North America (PA)*

**Beth Glover**, *Lee's Summit Police Department (MO)*

**Della Rankin**, *Toronto Police Department (Canada)*

**Emely Castañeda**, *Los Angeles County Sheriff (CA)*

The 2020 International Symposium was planned for October partnering with the Colombian National Police (CNP). The symposium was to be held in Bogotá, Columbia at the CNP training facility. The committee began working on securing presenters and sponsors in 2019 and were confident in the response. Unfortunately, the symposium was also canceled.

The committee continued to work with the CNP and sponsors to deliver a virtual environment which was remarkably successful. There were a few lessons learned on working with different countries, protocols, and standards, but the committee feels confident about future engagements.

To date, the 2021 International Symposium is a topic of discussion, however, the location and dates are still to be determined.

## Logistics Coordinator

**Seth Potts**, *Merriam Police Department (KS)*

As conferences were cancelled due to Covid-19, Seth was able to move the IACA exhibitor spot for the 2020 IACP to 2021, which will be held in New Orleans again. He also had to reschedule exhibitor spots for Academy of Criminal Justice Sciences to 2022 and the International Homicide Investigators Association to 2021.

## Mail Assistant

**Darcy Boorem**, *Overland Park Police Department (KS)*

All IACA postal mail is received at 9218 Metcalf Ave #364, Overland Park, KS. Mail is checked each week and a shared mail log is updated to reflect all incoming payments for IACA events and activities. Board and committee members have real-time access to the mail log which acts as a central repository of payment data received via US Mail. The executive board anticipates continuing this position through 2021, as it is an integral part of the day-to-day business of the association.

There were 84 checks forwarded to the IACA treasurer and an unknown amount of other mail sent out as well. Mail was sent 16 times in 2020. The average cost to send the checks to the treasurer is \$1.60 per packet.

## **Marketing Committee**

**Mike Winslow (Chair)**, *Scottsdale Police Department (AZ)*

**Brandi Christon**, *Fort Collins Police Department (CO)*

**Kira Gross**, *Mansfield Police Department (TX)*

**Katrina Hickman**, *Arlington Police Department (TX)*

**Jennifer Satterwhite**, *Homeland Security Investigations (VA)*

The Marketing Committee focuses on general marketing, branding, and editing for the association. Examples of these activities include creating graphics, updating brochures, posting time-sensitive announcements to the new IACA Forums, managing the store and “RAPP” program, and ensuring compliance with the approved IACA color schemes.

They maintain a social media presence and continually coordinate with other IACA committees in effort to enhance communication amongst the IACA membership.

## **Membership Committee**

**Rachel Carson (Chair)**, *IACA Vice President of Membership*

**Laura Cunningham**, *Washington DC Metro Transit Police*

**Jennifer Truong**, *Pismo Beach Police Department (CA)*

**Christopher Bruce**, *Husson University (ME)*

The Membership Committee processes new and renewing IACA memberships (individual and groups), keeps the membership database current and organized, addresses queries from the membership about their accounts and payments and otherwise supports the Vice President of Membership with her duties. All applications and renewals are consistently processed swiftly and efficiently.

From January to March 2020, the committee helped support a record-high volume of members with membership levels exceeding 4,500 globally.

In the first 11 months of 2020, the committee processed 730 new member applications. Over a quarter of these were in the months February and March 2020. 68% (501) were from the United States, 11% (83) from Canada and the remaining 21% were from the rest of the World, primarily United Kingdom (17) and Mexico (13).

The committee members are acknowledged for their relentless support and commitment to ensuring members are onboarded efficiently and that their queries are addressed professionally. The Membership Committee is often the first touchpoint new IACA members have with the Association, so their professionalism sets the scene for the rest of their time as a member.

## **Membership Committee (continued)**

In the coming months, the committee plans to develop:

- A new online process for onboarding and managing group membership.
- The capability for capturing more member data (e.g., work sector, languages spoken, etc) to enable a richer understanding of the membership base and therefore provide more targeted services.
- Monthly management information reporting regarding the membership.

## **Mentoring Committee**

**Sally Rawlings (Chair)**, Jefferson County Sheriff's Office (CO)

**Anderson Nakamura**, Facebook (Mexico)

**Ashley Hood**, Anaheim Police Department (CA)

**Brittany Willis**, Scottsdale Police Department (AZ)

**Michael Jackson**, Sugarland Police Department (TX)

The Mentoring Program pairs new members with veteran members who provide advice on topics like skill development, better integration within the agency, dealing with difficult co-workers, and designing quality crime analysis products. In 2020, this committee expanded from 2 to 5 members and underwent significant reform both to the mentoring program itself and to the committee member roles as well. Each member is assigned a specific role (intake coordinator, pairing coordinator, maintenance coordinator) and a Latin American coordinator was assigned to integrate the expansion of the program with our Spanish speaking members.

There are currently close to 40 mentor/mentee matches and the committee is always looking for more mentors to assist our newest members and to ensure the growth and professional development of our membership base. We currently have a waiting list for mentors. Did you have someone who mentored you when you started? If so, consider paying it forward by being a mentor yourself. If you didn't, wouldn't it have been nice to have had a mentor? Since we know the answer is YES, click [here](#) now to learn more about the program and apply to be a mentor!

## **Publications Committee**

**John Ng (Chair)**, *Saskatoon (SK) Police Service (Canada)*

**Grant Drawve**, *University of Arkansas (AR)*

**Jonas Baughman**, *Kansas City Police Department (MO)*

**Lesley Wilson**, *Sugarland Police Department (TX)*

**Carlana Orosco**, *Tempe Police Department (AZ)*

**Sandra Bibby**, *RCMP (Canada)*

**Fraser Cantelon**, *London Police Service (Canada)*

**Eva Mazzeo**, *Anaheim Police Department (CA)*

The Publications Committee was busy in 2020! John Ng was appointed as the new chair and didn't waste any time in selecting committee members known for their commitment and fantastic talent. With a newly assembled team, a mission was carefully crafted with the intention of capturing the spirit of the work:

To develop current and relevant information to share with crime analysts, IACA committees, members of law enforcement (including senior leadership), researchers, and the broader public that supports and promotes the growth, institutionalization, and professionalization in the field of crime analysis.

The following tasks were accomplished during 2020:

- Edits of the 3<sup>rd</sup> Edition of the Exploring Crime Analysis textbook
- Created a new tab on the IACA main page specifically for Publications
- Introduced the team on social media and created a new section for the committee under the "About Us" section on the IACA website

The intention behind creating a new tab for Publications is to create a space where new media and resources can be housed for our membership and abroad. Our committee is committed to being a go-to resource for our membership. As part of this, we are looking to enhance our social media presence via the IACA social media platforms to continually push valuable content on the profession of crime analysis in a timelier manner.

The main goals moving into the future include:

- Updating the Exploring Crime Analysis textbook
- Researching options for generating an e-book version of the textbook

## **Publications Committee (continued)**

- Creating a high-quality, professional newsletter (first issue is expected to be released in early 2021)
- Working with the Technology Committee to create a page on the IACA website to create a publications library for all items shared with the general membership, to include newsletters, white papers, surveys, and special projects.

## **Regional Associations Committee**

**Glen Mills (Chair)**, Burlington Police Department (MACA)

**Adrienne Galbrecht**, Lenexa Police Department (MARCAN)

**Tommy Smith**, Leon County Sheriff (FCIAA)

**Alex Schneider**, Bursleson Police Department (TXLEAN)

**Amy Varela**, Redlands Police Department (CCIAA)

**Trina Cook**, Tukwila Police Department (NORCAN)

**David Gordon**, TN Department of Corrections (TALEA)

**Cliff Aguilar**, Seneca College and South Simcoe Police (OCAN)

**Erin Wickersham**, Maricopa County Attorney's Office (AACAA)

**Sarah Totten**, Arlington County Police Department (VCAN)

The Regional Associations Committee is a new committee that was established in July of 2020. The purpose is to educate and improve communications between regional crime analysis associations within the IACA membership. The committee will work collaboratively to establish committee recommendations and goals based on each committee member's regional association experience to promote closer relationships with the IACA. They will work with the Technology Committee on the creation of a "Regional Associations" webpage on the IACA website that will provide links to upcoming regional association conferences, IACA "Perks Program" and any additional resources beneficial to members. The committee will manage and assist the IACA VP-Membership with the onboarding and renewal processes for regional associations, as well as, supporting existing regional associations with the transition of group membership processing from manual to online. Committee members will maintain regular engagement with the Boards of regional associations to help maximize membership benefits. Additional goals will include the maintenance of the IACA regional associations database with up-to-date contact details for the key points of contact and for correspondence and billing purposes.

The committee will also assist IACA members looking to establish a regional association within their geographic areas by providing information on the creation, standards, and protocols of longstanding organizations. They will also assist associations with best practices, recommendations and resources for regional conference planning or additional training events.

## **Site Selection Committee**

**Albert Mesa (Conference Committee Chair)**, Henderson Police Department (NV)

**Beth Glover (Sponsor Coordinator)**, Lee's Summit Police Department (MO)

**Linda Muir (Hotel Liaison)**, Helms Briscoe

The Site Selection Committee is responsible for researching potential locations for future annual conferences, international symposiums, and other IACA events. The committee works with representatives of Helms Briscoe to identify host properties in choice regions or cities which would serve as premium sites for IACA activities. The goal of the IACA is to identify, select, and contract with properties at least 3 years in advance, to capitalize on premium pricing, locations, and broaden our vendor representation at training events.

## **Sponsor Coordinator**

**Beth Glover (Sponsor Coordinator)**, Lee's Summit Police Department (MO)

**Della Rankin (Assistant Coordinator)**, York Regional Police (Canada)

Though our in-person events were cancelled this year due to Covid-19 restrictions, we were still very active in fostering relationships with new vendors and continuing to build upon our relationships with existing partners.

At the 2019 IACP Conference in Chicago, the vendor Expo Hall proved to be a huge success! Having a completed prospectus in hand enabled us to discuss potential future partnerships. Most notably, Rob Douglas, CEO of Skopenow, was so impressed that Skopenow became a Gold Sponsor (\$10,000) for our Chicago Conference. Even though our conference in Chicago was cancelled, Skopenow was so pleased with the response from their free virtual event that they committed to \$15,000 (Platinum Sponsor) for our 2021 conference in Las Vegas, in addition to donating 500 lanyards for the registration booth.

To date, several other vendors have also committed to sponsoring our events after having met us at IACP Conferences, including Cobwebs Technologies, our 2021 Conference Visionary Sponsor. By the time we were forced to cancel the 2020 conference in Chicago, we had already secured 20 sponsors with a total of \$94,398 in donations. These early bookings were gained because we had the prospectus completed a year in advance and the sponsors had the ability to choose their breakout session/time and expo hall position.

Despite having to cancel the 2020 conference, we added an exhibitor-led track to our 2020 Virtual Conference. The twelve sponsors who had already committed to breakout sessions in Chicago were offered sixty-minute virtual sessions. Seven of the sponsors took advantage of the opportunity and most reported that they saw the same number of (or more) attendees than what they would have expected during an in-person breakout session.

### Sponsor Coordinator (continued)

After the success of the Virtual Conference, Sponsors asked for a similar arrangement to be made for the cancelled in-person 2020 Symposium in Bogotá. Though there were technological hardships in bridging a virtual event between U.S. vendors and Latin American members, we were able to provide sponsors with an excellent overall experience. With over 400 attendees in ESRI's and Cobweb's webinars, both companies were very satisfied with the opportunity to present.

In October 2020, Total Intelligence Group offered an opportunity for the IACA to partner with them in testing a new virtual conference platform. The IACA would co-host the Virtual Conference on Intelligence Analysis on December 3, 2020. We would assist in obtaining quality speakers and in advertising the event to potential sponsors and to IACA members. In exchange, Total Intelligence Group would handle all other aspects of the event, giving us the opportunity to test a virtual expo hall at no charge to the IACA. Virtual expo halls have proven to be very expensive and very unsuccessful across multiple industries. It was in our best interest to partner with TIG on this free trial to test whether our members would be responsive to a virtual expo hall chat room.

Preparation for our 2021 Conference in Las Vegas is underway. Copies of the completed prospectus were distributed to all potential sponsors and we have secured commitments from six vendors, with a total of \$50,350 pledged.

We continue to monitor event planning groups on social media, reviewing inside information regarding pandemic trends and hospitality. We also discuss trends and concerns, creating action plans and best practices for moving the IACA forward within the event planning industry.

## **Technology Committee**

***Manny San Pedro (Director), MDSP Consulting Services***

Technology Assistant Directors:

***Kristi Hawley, Metrolinx (Canada)***

***Jennifer Loper, Peoria Police Department (AZ)***

GIS Portal Administrators:

***Michelle Jennings, Amtrak Police (TX)***

***Christopher Brigger, Toronto Police Service (Canada)***

Forum Discussion Moderation:

***Kristina Shull (Administrator), Kirkland Police Department (WA)***

***Monica Deters, RCMP (Canada)***

***Lorinda Navarro, Oro Valley Police Department (AZ)***

***Lauren Norman, LexisNexis Risk Solutions (DC)***

***Elise Pierce, Durham Police Department (NC)***

The Technology Committee serves as the “IT Shop” for the IACA. Its mission is:

- To provide a robust platform for the exchange of information and ideas through a comprehensive website that serves as the internet’s most valuable resource for information on crime analysis and the IACA, and through a network of social media outlets.
- To facilitate communication and networking among IACA members through email discussion, forums, and social media platforms.
- To manage all IACA technology needs in an efficient and effective manner.
- To anticipate, research, recommend and/or implement technology solutions for the IACA.
- To provide extensive management and administrative capacity to the IACA board and committee heads through the IACA website’s administrative content management and email systems.

In 2020, the Technology Committee focused on the communications aspect and addressed the challenges of transitioning from a Listserve platform to the current IACA Discussion Forums. The committee has worked hard to improve the website and listen to member feedback on changes and improvements. We completed the Event Management section of the website in the summer, and recently completed development of the Certification Module 2.0 in the development environment.

### **Technology Committee (continued)**

During this period, we had the privilege of adding two Assistant Directors to the Technology Committee (Jennifer Loper and Kristi Hawley). We also welcomed Christopher Brigger as our new GIS Portal Administrator. Both Christopher and Michelle Jennings are heading up the development of our IACA ESRI Hub Portal with the assistance of our partners at ESRI. I anticipate the launch by end of Q1 2021. The unsung heroes in this committee are the Forum Moderators. This dedicated team led by Kristina Shull have shouldered the responsibility for ensuring the daily review of our members' Forum communication. This team operates 365 days a year, in addition to their full-time roles in their respective agencies. They deserve our gratitude for all their volunteer hours. Thank you, Elise Pierce, Lauren Norman, Monica Deters and Lorinda Navarro. Through recent collaborations, this team will be instrumental in the future enhancements to the Discussion Forums.

If you have any questions about technology-related projects, feel free to contact us at:  
[webmaster@iaca.net](mailto:webmaster@iaca.net).

## **Training Committee**

**Kyle Stoker (Director)**, Raytown Police Department (MO)

### Training Coordinators:

**Angela Backer-Hines**, Eagan Police Department (MN)

**Sabrina Potts**, Shawnee Police Department (KS)

**Andrew Franquiz**, Framingham Police Department (MA)

**Lakhpinder Takhar**, RCMP (Canada)

### Training Curriculum Sub-committee:

**Metre Lewis**, Kissimmee Police Department (FL)

**Eugene Matthews**, Park University

**Charles Russo**, Intelligence Career Services

**Annie Thompson**, FAM University (FL)

### Training Instructors Sub-Committee:

**Jennifer Coner**, Newport News Police Department (VA)

**David Grabelski**, Mercyhurst University (ret.)

**Mark Rubin**, Ashland University (OH)

**Michelle Iezzi**, Montgomery County Police Department (MD)

The Training Committee is made up of 12 hard-working volunteers in three sections, plus the Training Director who manages the entire group. Four people manage all the classes and webinars, four approve new instructors, and four review and approve new or updated curriculum.

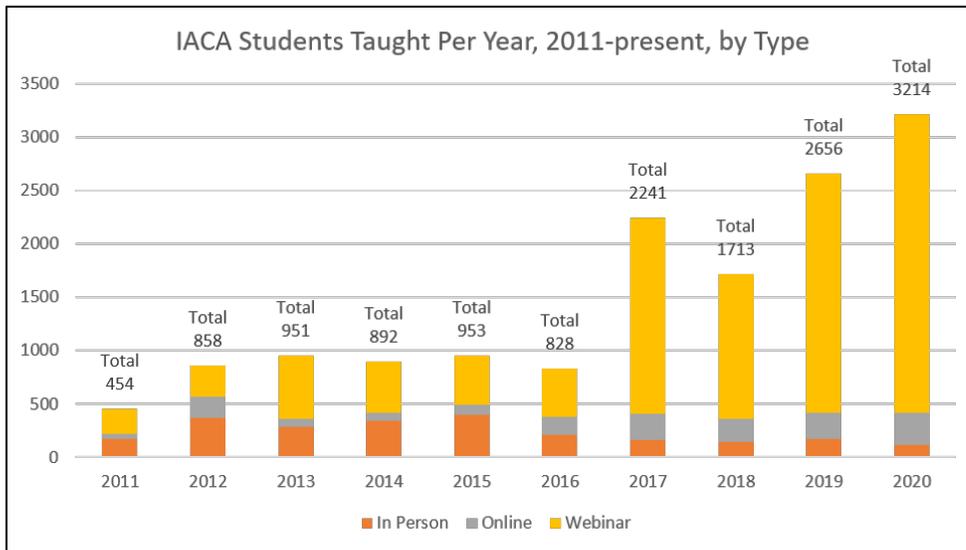
The Professional Training Series was founded in late 2006 and originally only held in person classes in four topics: Tactical Analysis, Problem Analysis, Fundamentals, and Computer Applications. Over the last ten years, the series has evolved to include online classes and webinars, and we now offer twelve topics, plus Spanish versions for Tactical and Problem Analysis, and can provide custom curriculum as requested. There are twenty-three instructors broken up by topic. Each instructor has been vetted for experience, education, and teaching skills. Three are fluent in Spanish.

Since our founding, we have held over 400 sessions and taught over 15,000 students in the US, Canada, Qatar, and several Latin American countries. There are also 87 videos in our webinar library on topics ranging from Microsoft Access and Excel to Emergency Preparedness to Social Media. Eight are in Spanish. All IAC members can access them at any time.

2020 turned out to be an incredibly busy and strange year due to the pandemic. Despite not being able to hold any in-person trainings past March, we quickly pivoted to a “live online” format using

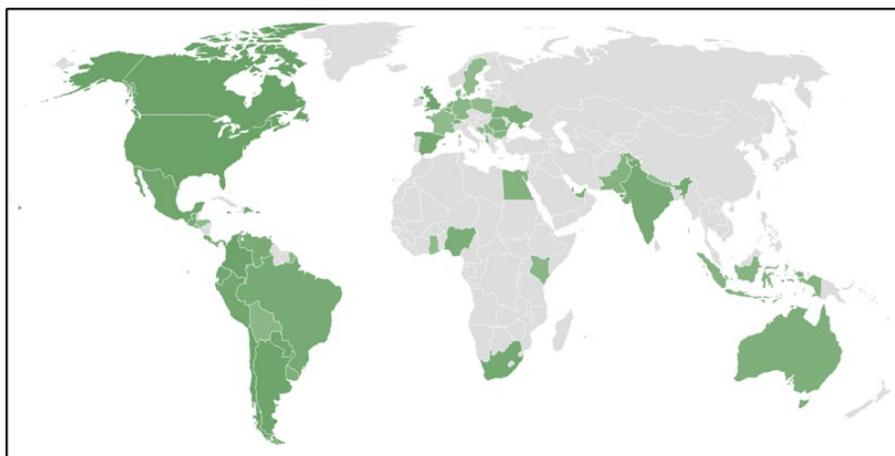
## Training Committee (continued)

GoToMeeting. This allowed us to continue providing face to face interaction between students and instructors while teaching several of our in-person material. The feedback from the students was phenomenal and we are thankful we have the technology to offer classes this way. Overall, we hosted 46 classes and webinars with a total of 3,214 students, which is a record for total students in a year.



We partnered with Total Intelligence Group to deliver 12 webinars covering i2 Analyst Notebook in-depth and to develop the “i2 Analyst Notebook Basic Certification” badge. This badge is awarded to those who pass the 100-point test on the IACA website. The test is completely free for anyone to take and participation in the webinar series is not a prerequisite. This is the first badge we have offered, but we hope to add several more topics in 2021.

We continued to work with the International Outreach sub-committee on Latin American Development to offer multiple webinars in Spanish in 2020. 1,300 students took part in at least one. We also collaborated with the Conference Committee to deliver a virtual conference since the Chicago Annual Conference was cancelled. The virtual conference consisted of 6 member-led and 9 exhibitor-led webinars held between August and October. All the sessions were completely free and two were in Spanish. Students from 54 different countries participated! All the member-led sessions were recorded and are available on the website to watch at any point.



## **Training Committee (Continued)**

In 2020, we also conducted our first large-scale training survey of the entire membership. Our aim was to evaluate our performance, identify gaps in the topics we cover, and solicit new ideas. 226 people responded to the survey and we have used the results to help us plan out what new topics and updates of existing material should be prioritized. We also added a brand-new position to the committee: Transcription Coordinator. The purpose of this position is to create subtitles for all our webinar videos. These will first be published in English, but eventually our goal is to translate the subtitles into multiple languages to make these videos more accessible to our international members. We are still working out the logistics but hope to start adding subtitles in early 2021.

Looking ahead to next year, we have already announced the next webinar series topic: ArcGIS Pro. Over 11-sessions, we will take a deep dive into creating maps and using the Crime Analysis toolbar to conduct tasks such as hot spot analysis, summary statistics, sequencing a crime series, and much more! Crime mapping is one of our most frequently requested topics, so we are excited to cover this topic in webinar format. We have also got some exciting things in the works for 2021 for our in-person crime mapping class! Since we do not know when we will be able to return to in-person training, we have been focusing heavily on expanding our 12-week online classes. We have already announced two brand new topics: Advanced Analytical Methods Using Microsoft Office and Crime Analysis for Smaller Jurisdictions. The former is a brand-new class while the latter is a conversion from an in-person format. We are also working on two more 12-week classes that we hope to announce soon. Lastly, we will continue to offer “live online” versions of some of our in-person topics.

As always, we encourage our members to get involved in the Training Program. Anyone can present a webinar and we are always looking for new instructors and topics. Instructors for the online and in-person classes must apply and be approved by the committee. This process rates work experience, education, and teaching history on a point system like the Certification program. If you would like to become an instructor or present a webinar, or if you have an idea for a class you would like to see (or better yet, the material for it) please contact us at [training@iaca.net](mailto:training@iaca.net).

## Financial Report

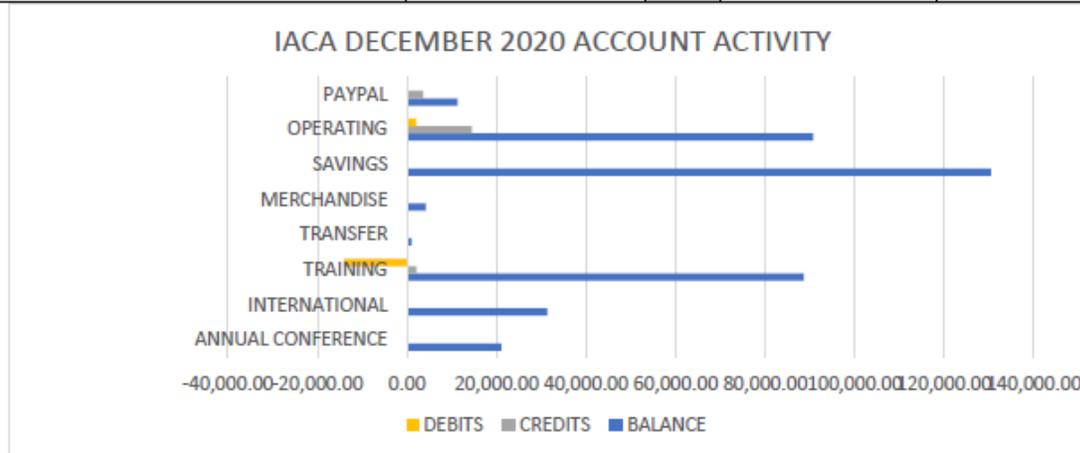


# International Association of Crime Analysts

## Monthly Treasury Statement

December 2020

	BALANCE		CREDITS	DEBITS
ANNUAL CONFERENCE	21,086.83			
INTERNATIONAL	31,417.08			
TRAINING	88,653.74		2,085.00	13,983.72
TRANSFER	1,014.62			
MERCHANDISE	4,230.66			
SAVINGS	130,473.67		5.53	
OPERATING	90,758.80		14,504.99	2,081.03
PAYPAL	11,303.45		3,682.76	123.92



TOTAL COMBINED MONTHLY CREDITS: \$ 20,278.28

TOTAL COMBINED MONTHLY DEBITS: \$ 11,778.77

TOTAL COMBINED ACCOUNT MONETARY ASSETS: \$ 378,938.85

Prepared by: Rhonda Maher-IACA Treasurer

## Membership Report

### Introduction

As of December 31, 2020, the IACA had 3,982 active members. This is made up of 80% from the United States, 10% from Canada, and 10% from the rest of the World.

### Geographical Distribution of Active IACA Members

Our active membership extends across 68 countries, which represents the Association’s largest global spread in history. Countries with more than 10 active IACA members, as of December 31, 2020 are:

<b>Country</b>	<b>Number of members</b>	<b>%age of total membership</b>
<i>United States</i>	3190	80.1%
<i>Canada</i>	395	9.9%
<i>Mexico</i>	49	1.2%
<i>Trinidad and Tobago</i>	38	1.0%
<i>Colombia</i>	36	0.9%
<i>United Kingdom and Northern Ireland</i>	30	0.8%
<i>Spain</i>	16	0.4%
<i>Chile</i>	14	0.4%
<i>Netherlands</i>	14	0.4%
<i>Dominican Republic</i>	13	0.3%
<i>Australia</i>	12	0.3%
<i>Germany</i>	11	0.3%
<i>Nigeria</i>	11	0.3%

Figure 1: Countries with 10 or more active IACA members, as of December 31, 2020

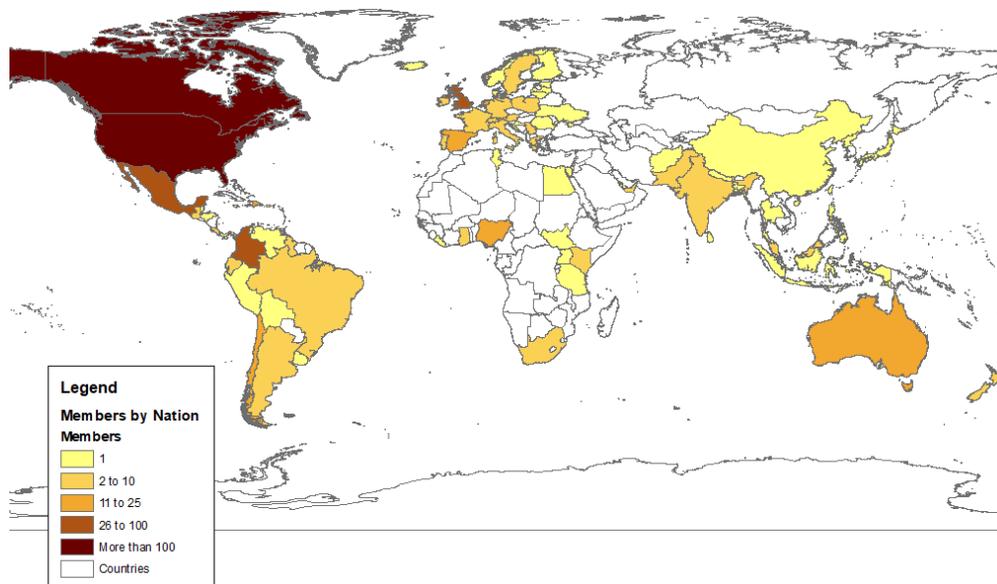


Figure 2: World distribution of IACA membership by country, as of November 30, 2020

## Membership Report (continued)

Within the United States, members represent every State or Territory except South Dakota and United States Minor Outlying Islands, and Canadian members represent every province except Northwest Territories and Yukon.

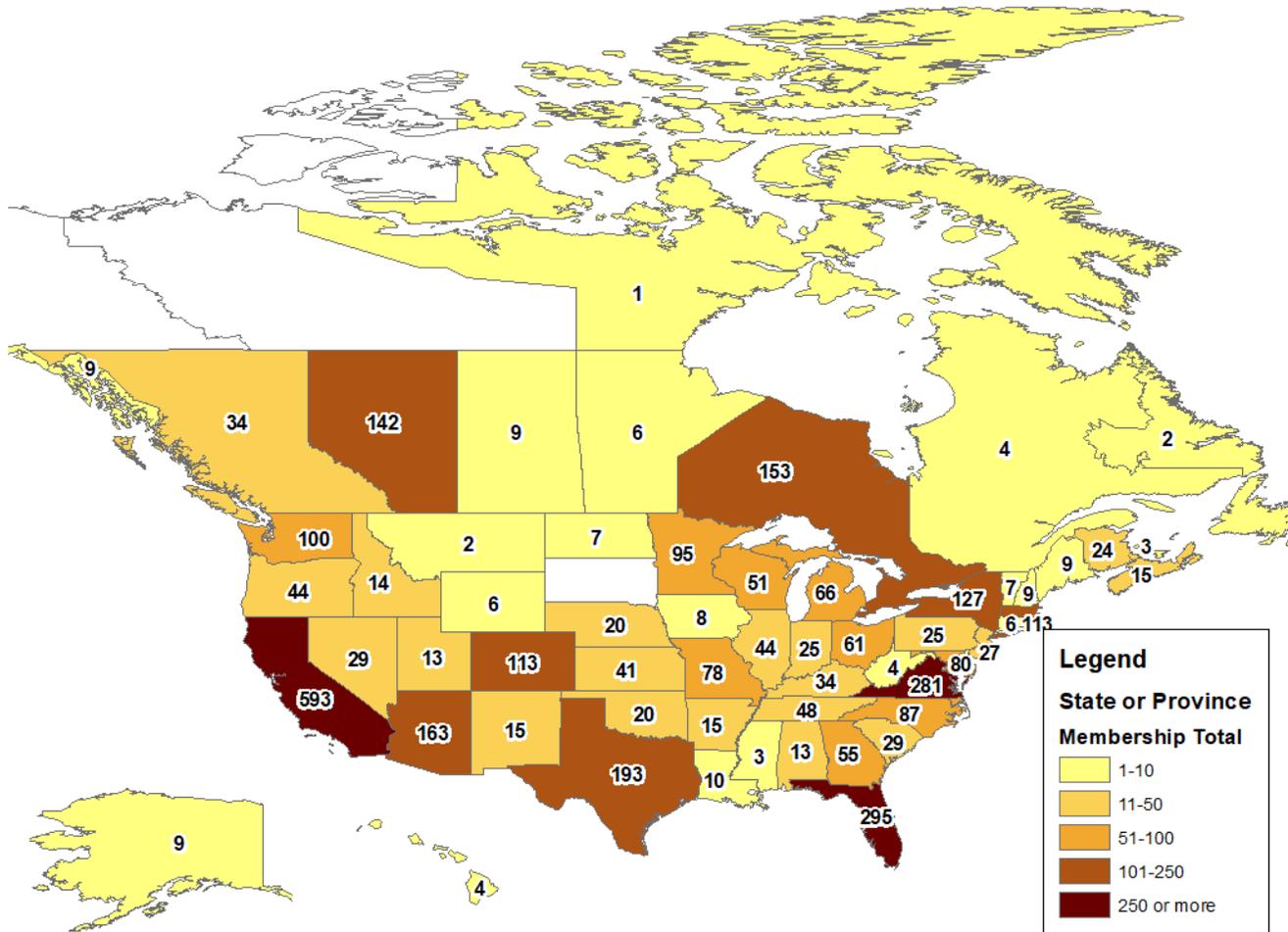


Figure 3: United States and Canada distribution of IACA membership by State or Territory, as of November 30, 2020

## Membership Report (continued)

### Annual Membership Trends

Membership levels have decreased 12% between December 31, 2020 and the same date in 2019. Membership from the United States has dropped 10%, Canadian membership is down 6% and the rest of the World is down 32%.

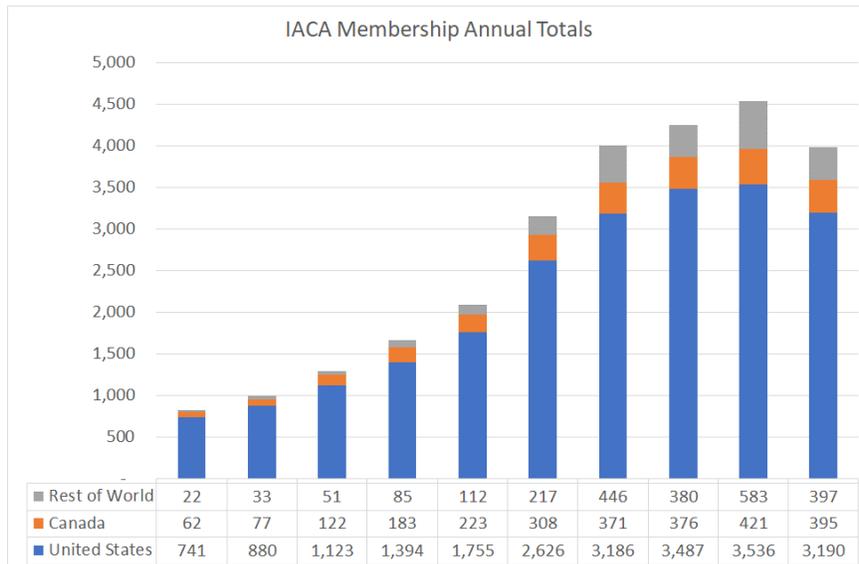


Figure 4: IACA Membership Annual Totals. Figures based on year end active membership totals for 2011- 2020

### Length of Membership

A fifth of active members first registered with IACA less than a year ago, a further 40% have been members for between 1 and 4 years.

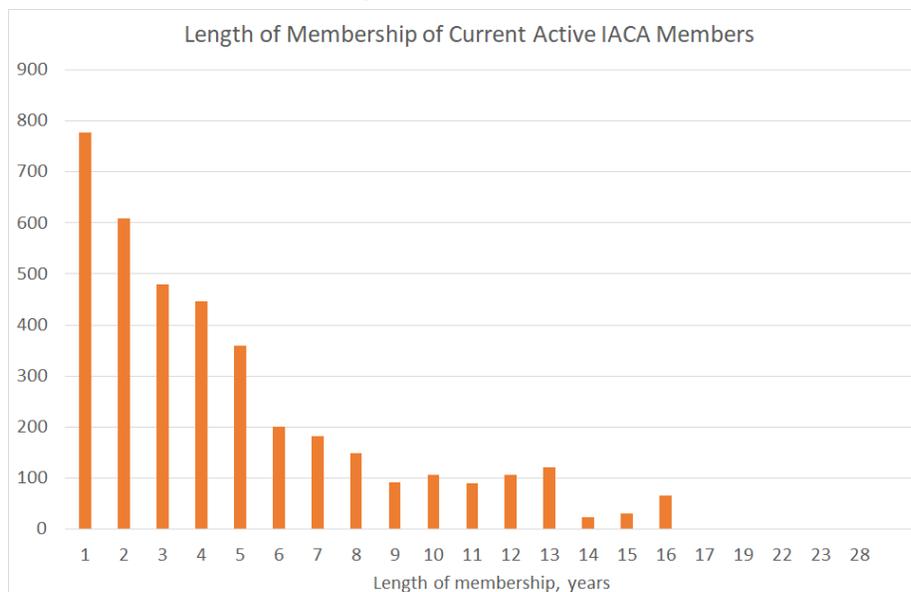


Figure 5: Length of Membership of Current Active IACA Members. Membership length has been rounded up so should be read as 'up to x years'.

## Membership Report (continued)

### Groups and Organizations

Organizing thousands of IACA members is a difficult task made easier by our many organizational members, which are listed below with their membership totals, as of December 31, 2020.

<b>Group</b>	<b>Number of active members</b>
<i>Arizona Association of Crime Analysts</i>	139
<i>Bay Area Crime and Intelligence Analysts Association</i>	88
<i>Calgary Police Service</i>	66
<i>Caribbean Crime Analysis Group</i>	19
<i>Central Valley Crime and Intelligence Analysts Association</i>	47
<i>Colorado Crime Analysis Association</i>	63
<i>Criminal Analysts of Colombia</i>	37
<i>Edmonton Police Service</i>	34
<i>Florida Crime and Intelligence Analysts Association</i>	180
<i>Grupo de Analistas Criminales de República Dominicana</i>	12
<i>Inland Empire Crime and Intelligence Analysts Association</i>	66
<i>International Forensic and Business Institute</i>	33
<i>Louisville Metro Police Department</i>	25
<i>Maryland Crime Analysis Center</i>	24
<i>Massachusetts Association of Crime Analysts</i>	137
<i>Mid-America Regional Crime Analysis Network</i>	110
<i>Minnesota Association of Crime and Intelligence Analysts</i>	76
<i>National Center for Missing and Exploited Children</i>	44
<i>New York Association of Law Enforcement Analysts</i>	22
<i>Northern Valley Crime and Intelligence Analysts Association</i>	58
<i>Northwest Regional Crime Analysis Network</i>	38
<i>Ottawa Police Service</i>	19
<i>RCMP DCAS</i>	27
<i>San Diego Crime and Intelligence Analysts Association</i>	70
<i>Southern California Crime and Intelligence Analysts Association</i>	149
<i>Tennessee Association of Law Enforcement Analysts</i>	22
<i>Texas Law Enforcement Analysts Network</i>	121
<i>Toronto Police Service</i>	31
<i>Virginia Crime Analysis Network</i>	173
<i>Wisconsin Law Enforcement Analysts Network</i>	31

Figure 6: Active IACA Members, by Group or Organization, as of December 31, 2020.

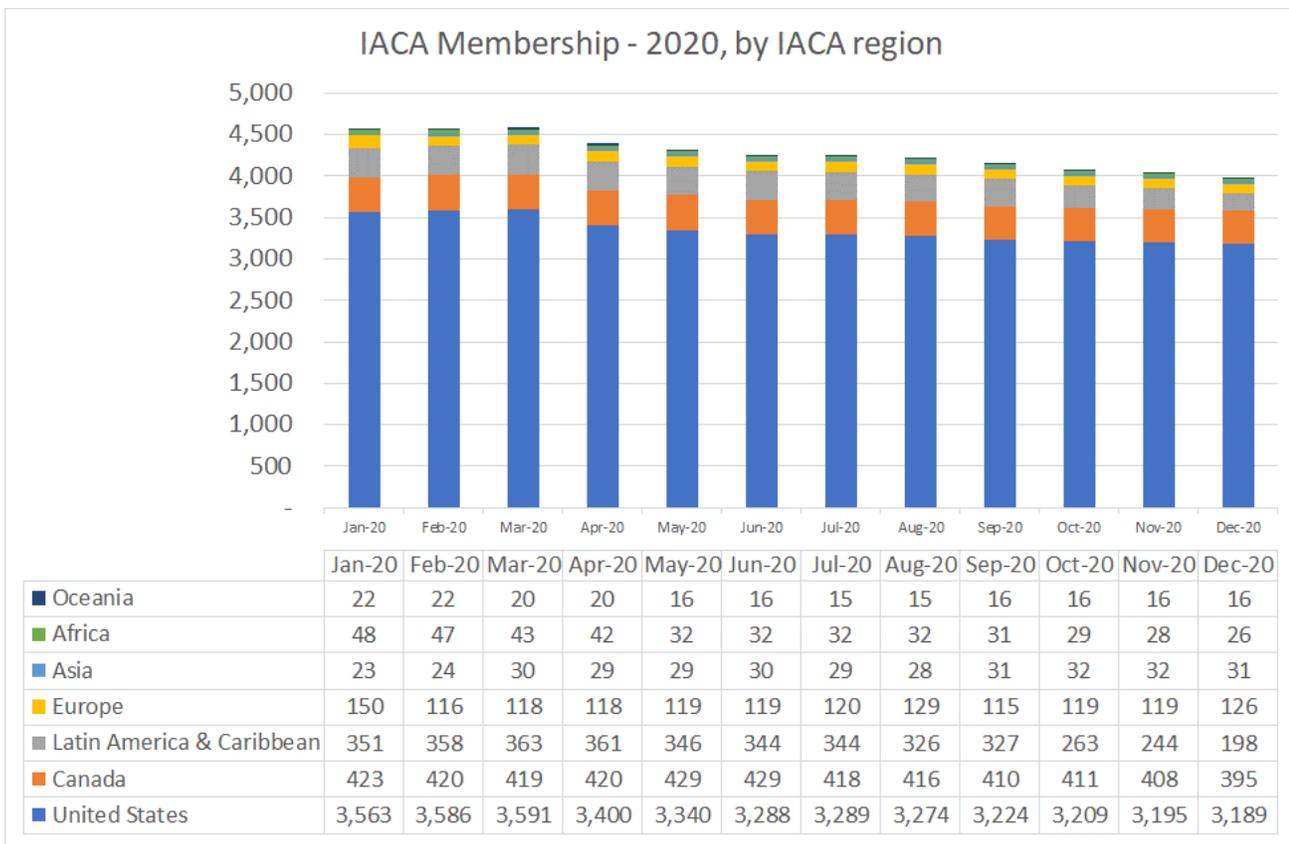
## Membership Report (continued)

### 2020

Looking specifically at 2020, levels started to decline in April. This was the start of the global COVID-19 pandemic, but also the month when most renewals are due, particularly for groups.

The decline is evident across all IACA regions, except for Asia which saw a small increase from 23 to 31 members between the start of 2020 and December 31, 2020, because of an increase in members from the United Arab Emirates.

Anecdotally, many members are not renewing this year due to job losses and financial constraints caused by the global pandemic.



**Figure 7: IACA Membership – 2020, by IACA region.** Figures based on month end active membership totals for Jan-Dec 2020

## **Membership Report (continued)**

### **The Year Ahead**

Looking ahead to 2021, 1007 annual renewals will be taking place in April and a further 456 in May. This will therefore be a critical period for IACA membership.

Groups (regional associations and organizational membership) are going to be critical to maintaining membership levels. An online group renewal process and the new Regional Associations Committee will therefore both be hugely valuable.

An increasingly global membership means an increasing number of members who's first spoken language is not English. This places significant challenges to those seeking to provide training, certification, mentoring and publications to the global population of analysts.

## Looking Forward

Your executive board is hopeful about the possibilities 2021 will bring. We are sending out a survey to the membership in advance of our meeting where we set priorities for the year so we can better incorporate member involvement. This year the executive board is planning to complete a more formalized strategic planning process utilizing a certified strategic planning company to help with the process. This will result in a document that will articulate our strategic directions and provide a timeline for accomplishing our objectives.

The Conference Committee is busy planning the 2021 conference in Las Vegas, NV at Planet Hollywood. The annual training conference is the showcase event for our association and a great opportunity for analysts in the crime and intelligence field to gather and learn about all the new cutting-edge products and see outstanding presentations from our peers. Mostly, we are excited to see each other live and in person! Keep your fingers crossed.

The IACA committees are all working hard to develop new tools for you, our members, to help you do your jobs to the best of your abilities. Stay tuned to the forums to keep you posted about these exciting developments. We are an all-volunteer association, and we rely heavily on you, our members, to run this association. Thank you for promoting the field of crime and intelligence analysis by teaching others, volunteering your time, sharing your knowledge, and continuing to raise the bar of what is expected of crime analysts throughout the world.

As always, we hope you find this annual report beneficial and welcome any feedback on how we can improve it and other products and services from the IACA. If you have any questions, concerns or suggestions, please contact us at [board@iaca.net](mailto:board@iaca.net), by visiting the IACA website at [www.iaca.net](http://www.iaca.net), or by telephone at 1-800-609-3419.