

Shannon Kail - Intercontinental Pizza Party

[00:00:00] **Mindy:** Welcome to Analyst Talk with Jason Elder. It's like coffee with an analyst, or it could be whiskey with an analyst reading a spreadsheet, linking crime events, identifying a series, and getting the latest scoop on association news and training. So please don't be that analyst and join us as we define the law enforcement analysis profession one episode at a time.

[00:00:17] **Jason:** Thank you for joining me. I have many aspects of your life are progressing. My name is Jason Elder and today our guest has over six and a half years of law enforcement analysis experience. She also has almost nine years of signal intelligence analysis for the U S army. She holds a certificate in crime analysis from the university of Wisconsin at Milwaukee , she left the field for a project manager position and now is looking to get.

[00:00:43] **Jason:** back into the profession. Please welcome Shannon Cale. Shannon, how are we doing?

[00:00:49] **Shannon:** I'm doing great. How are you?

[00:00:51] **Jason:** I am doing well. You are in Augusta, Georgia, right?

[00:00:55] **Shannon:** Yes, I am.

[00:00:56] **Jason:** Excellent. You're getting ready for the masters. [00:01:00]

[00:01:00] **Shannon:** Oh yeah, I work in a restaurant, so it's going to be a wild week, filled with a lot of people, a lot of food, a lot of drinks, so it's going to be a good time.

[00:01:09] **Jason:** Yes, it's a fairly tiny town, but for one week out of the year, the spotlight is on that little town in Georgia. All right, so how did you discover the law enforcement analysis profession?

[00:01:23] **Shannon:** So as you mentioned before, I was in the Army for almost nine years. I did a lot of really cool top secret stuff with NSA.

[00:01:30] **Shannon:** I got out in November of 2011 and I moved up to Milwaukee, Wisconsin. While I was searching for a job while I lived there, I remembered my time in the army and I'd learned about intelligence fusion centers. So I did my research and I found that Milwaukee police department

actually had one. So I gave them a call to inquire about any openings that they might've had.

[00:01:51] **Shannon:** And they actually did have one position available. I applied, but sadly I didn't get it. But I didn't give up because [00:02:00] three years later they had an opening again. And I got hired. I did find out that the person that beat me for the position was a gal named Stephanie Sikinger, who later became my boss, a very brilliant and funny woman.

[00:02:13] **Shannon:** So I'm happy to Take the walk of shame because she was an amazing human being.

[00:02:19] **Jason:** Nice. All right. , in terms of a signal intelligence and you've mentioned NSA. So I know a lot of it's probably going to be hush hush, but I am curious what you might be able to tell us from your time as a signal intelligence analyst.

[00:02:34] **Jason:** Maybe if you have any stories or some of the stuff that you got into that you can talk about.

[00:02:39] **Shannon:** Yeah, all of it. By now, I'm sure has already been in the media. One of my first big missions that I won an award for was, I was on the shift when China decided to shoot down a satellite. One of their satellites with the intercontinental ballistic [00:03:00] missile.

[00:03:00] **Shannon:** That was a really big deal for us because at the time we were living in Hawaii, so. If you know anything about the reach of intercontinental ballistic missiles, they can reach us from China to Hawaii. So that caused a big stir in our government. And I actually had a chance of talking with Mr.

[00:03:20] **Shannon:** Donald Rumsfeld at the time, because I was an analyst on the ship. So yeah, at 18, getting to talk to the big wig. So that was pretty cool. Was he secretary of state? Yeah, he was secretary of state at the time. Or secretary of defense. Yeah, that was my,

[00:03:37] **Jason:** that's what, that's what I didn't know is one of those two there.

[00:03:40] **Jason:** So, man, so then they were just testing China on their side. They were just testing their ballistic missile when they shut down their own satellite. So and they didn't let you know ahead of time.

[00:03:51] **Shannon:** No, we had, we had been monitoring cause part of the military's job is to monitor other.

[00:03:58] **Shannon:** Countries, [00:04:00] military movement. So I know that's not a secret that we do that. So it was just one of those, like, okay, we got some unique movement that we've never seen before. We've got Morse code that looks like it's not practice, you know? So in conjunction with the movement of troops and with the comms, it was like, okay, something's actually going to happen.

[00:04:24] **Shannon:** And they also had ships. That, that they carried that intercontinental ballistic missile with. So when you have all three of those things moving at the same time, you're like, okay, this isn't just training. This is for real. So that's how we were able to capture and. Get that all recorded.

[00:04:44] **Shannon:** And obviously I'm sure there's a lot of studies that have been done on that and some probably top secret talks that had to be done between our country and their country that I was never privy to, but

[00:04:54] **Jason:** yeah, it was cool. Yeah. , so you, you and your team.
[00:05:00] Had obviously noticed some of these certain activities ahead of time.

[00:05:05] **Jason:** And so you were were put on high alert, even before they launched the missile.

[00:05:09] **Shannon:** Yes. Yes. And so we were able to call in all of the bosses and say, hey, this is what's going on. You can come in if you want to, but this is what we think is going to happen. We think this is for real.

[00:05:21] **Shannon:** This is not a test. So we got pizza out of it. So that's always a good time.

[00:05:28] **Jason:** Yeah, but it was probably Hawaiian toppings the pineapple. Is that what it is?

[00:05:35] **Shannon:** You know it.

[00:05:37] **Jason:** Oh geez. Oh, well. But it is Hawaii, so I can't feel too bad for you. I mean, they could have, it could have been worse.

[00:05:44] **Jason:** They could have brought you like the White House in the middle of January .

[00:05:48] **Shannon:** They could have, but they just kept us underneath the pineapple field in our little tunnel. That's okay.

[00:05:54] **Jason:** Yeah. Oh no, that is that is an interesting story. And so how long in [00:06:00] between you and your team noticing. That something was going on and them launching the missile and then like, I guess I'm trying to gather like, how long were you on high alert for is

[00:06:14] **Shannon:** I think we were already on alert for about a week because it does take a while to move.

[00:06:22] **Shannon:** Vehicles and get the telemetry of the satellite and stationing the ship and all that logistics and stuff. So we'd already kind of had that pre warning of, okay, they're now moving out of their training facility and they're stationing themselves as if they're going to go live.

[00:06:42] **Shannon:** We just didn't know how Soon because if you know anything about the weather, that plays a big part in stuff when it comes to clear skies, when it comes to lodging things and being able to see the satellite and stuff like that. So I know that they were probably waiting on the perfect type of weather too.

[00:06:59] **Jason:** [00:07:00] When did the sigh of relief kick in?

[00:07:02] **Shannon:** I think the sigh of relief kicked in was probably when, so obviously we weren't there to actually see the satellite getting shot down, the sigh of relief was. The technology that we had at the time was you could see the birth of the, the, the map.

[00:07:22] **Shannon:** So that told us that it was a successful hit. So I was like, okay, they're not actually targeting us here in Hawaii. They actually targeted the satellite. Thank God for that. So I think that's where the sigh of relief came.

[00:07:36] **Jason:** All right. So, and then were they just did the satellite go rogue or were they just like, Hey, we're just gonna instead of letting the satellite crash to earth, we're just going to shoot it.

[00:07:46] **Jason:** Like what was, what was China's reasoning for shooting the satellite?

[00:07:50] **Shannon:** I think just to show us that they can do it. You know what I mean? Show us that they have the capabilities and show their strong hand and

say [00:08:00] Hey, we're not this, you know weak country that you think we are we actually have the power so.

[00:08:06] **Jason:** I can understand that so. Alright. That's interesting. So I could see the parallels then some of the stuff that you're doing. You talked about the fusion center. You talk about the military and working on computers, talking with different folks from the center. I could see how what you were doing as a signals analyst in the army could easily translate into what you were doing at the fusion center.

[00:08:37] **Shannon:** Yeah, it actually I did struggle the first six months because, because when you're in the military, you're collecting and analyzing on other countries, right? Mm hmm. And. They, they train us that we are not to collect on U. S. persons, we are not [00:09:00] to follow U. S. persons, we are not to even search somebody's information that has a U.

[00:09:06] **Shannon:** S. tie, like, It was very, very strict about that. And then here I come into law enforcement and it's like, no, we want you to do those things. We need you to do those things, to do your job effectively. And I was just like, I just feel really dirty because I taught all these years not to do this. So it was a hard transition for me a little bit.

[00:09:30] **Jason:** Yeah. Well, you are up in Wisconsin, they could have at least eased you into it and gave you maybe some Canada targets to begin with.

[00:09:38] **Shannon:** That would have been nice, but that's not the roll of the dice. And so, I would preface by saying, like, I'm allowed to do this, right?

[00:09:50] **Jason:** I'm allowed to

[00:09:51] **Shannon:** do these things.

[00:09:53] **Jason:** I'm going to hit this button. Now, somebody better

[00:09:55] **Shannon:** stop. They're never going to know. They're [00:10:00] going to know. Oh

[00:10:02] **Jason:** man. So then what kind of activities you mentioned the anxiety that you, that you have of doing the research on us citizens, but what, what, some of the tasks that you had in the very beginning as, as you start there.

[00:10:18] **Jason:** At the fusion center,

[00:10:19] **Shannon:** Oh, yes. So one of the big things that we got to do was a lot of social media monitoring a lot of data mining for information for criminals that had maybe potentially.

[00:10:35] **Shannon:** Evidence on their pages regarding any crimes that they might have either recorded or talked about or images like that. So we did a lot of that in the beginning because if you know anything about starting a new job, it does take you a while to get accounts, right? So they're like, well we don't have all of your accounts.

[00:10:57] **Shannon:** I didn't even have an email by then. When we were starting to do this [00:11:00] stuff, but since social media is open source, I can just search anything really, like I didn't really need an undercover account or anything like that. So that was the first like really big, I guess, training aspect of my career was okay, well, if we're going to be leveraging a lot of social media, Then what are our rules?

[00:11:22] **Shannon:** What, what's the policy here at the Milwaukee police department? What are we, or are we not allowed to do what do I do if I find evidence do I have to like write up a report or do I give it to somebody else that is sworn so that they can go and. Preserve the page so there was a lot of like learning in the beginning about what to do what not to do But I still have that weird feeling of am I really allowed to do this?

[00:11:52] **Shannon:** Because it feels really wrong to me, but you saying I'm allowed to do it, so I'm gonna do it. All right. [00:12:00] So that was some of the beginning of the, of the things that we were allowed to do. All right. When I got hired. So.

[00:12:06] **Jason:** It's a fusion center. So is it just Milwaukee PD folks or is it other jurisdictions as well?

[00:12:14] **Shannon:** So it is just only Milwaukee PD. As we grew our crime analysis team, we ourselves started reaching out to other analysts in other jurisdictions and we started collaborating with them. I believe we had up to, I think, four or five other jurisdictions that we were connected with, that we were, like, sharing information.

[00:12:40] **Shannon:** And not only did we connect with other crime analysts, we started connecting with, like, probation and parole, our jail system some of our community leaders. And so like we started really kind of expanding the type of people that we supported and so we kind of [00:13:00] just grew our network

from there and then I know Madison pd would probably be upset with us that we called ourselves a fusion center because they're actually the funded fusion center But we do have In Milwaukee had the most crime compared to Madison, so they can, they can maybe pat us on the back for doing great things too.

[00:13:22] **Shannon:** Yeah,

[00:13:22] **Jason:** and, and, oh, geez I'm gonna fail my elementary school test. Is, is, Madison the capital.

[00:13:31] **Shannon:** Yeah.

[00:13:31] **Jason:** Okay. Yes. Yeah. That's what I thought. Thought. Okay. And yeah, it's it is fascinating with these fusion centers and real time crime centers.

[00:13:41] **Jason:** I mean, I don't know how they don't run into each other. I was talking with folks in Dallas and it seems like there's like five or six of those centers in that in the Dallas area so I don't know how they're not tripping all over each other with all these little these centers being being created.

[00:13:58] **Shannon:** Yeah, I'm not sure but if [00:14:00] anybody knows why fusion centers were created if they remembered from 9 11 there was a lot of miscommunication that went on Before that and so that's kind of where fusion centers actually came about was because of our failed attempts to communicate with one another.

[00:14:17] **Shannon:** So I think it's really wonderful that we do have so many. I do hope that we are communicating with one another a lot better than we did. Back in the early 2000s, I would like to assume that we do based on what I saw in Milwaukee, I would say we are

[00:14:31] **Jason:** so that's

[00:14:32] **Shannon:** a little fun fact.

[00:14:33] **Jason:** Yeah, I do remember a lot of, of what'd they call that?

[00:14:38] **Jason:** It was the Patriot, Patriot Act. In the early two thousands and that, that, that had some controversial stuff in it, but it also set out communication and how law enforcement and the military could communicate with one another because before that. If military saw something that the law

[00:15:00] enforcement needed to know, there was like this awkward chain of command that they had to go through.

[00:15:05] **Jason:** And so the Patriot act, establish a way for both the military and law enforcement to communicate with one another still going on today. So, all right, well, Hey, we are going to get into our analyst bad stories because you have a number of them and I want to get through all of them. So, for those that may be, for those that may be new to the show, the Analyst Badge Story is the crew defining case or project that an analyst works.

[00:15:31] **Jason:** And so our first one here, it's 2014, and we're dealing with the Crime Gun Intelligence Center there in Milwaukee.

[00:15:41] **Shannon:** That is correct. So, I'm sitting there at my desk one day, and my captain comes up to me, and he goes, I need your help with something. I'm like, yeah, sure. No problem. What? He's like, I need you to help me establish a crime gun intelligence center.

[00:15:53] **Shannon:** I'm like

[00:15:57] **Shannon:** He's like, you know with your analytical [00:16:00] background I really want your support in doing this Obviously, you're not going to be working alone. You'll be working with me and a bunch of other like ATF staff. He's like, but I want you to help like lead the effort. I'm like, yeah that's outstanding. I'll do my best.

[00:16:16] **Shannon:** And so in the beginning, there were a lot of meetings and a lot of traveling to other crime gun intelligence centers, which at the top, the time Denver was the only one that had an established crime gun intelligence center. So we learned about how to establish the technology. What do we need to have on our teams?

[00:16:36] **Shannon:** What does the analytical piece look like? What does processes and policies look like? And so after Getting our foot in the door with understanding what we were to do took us about a year to kind of really like fully establish ourselves. And I had the bright idea to bring in a consultant because I feel like it's always good to have an outside perspective on what's going [00:17:00] on inside your department.

[00:17:02] **Shannon:** So we hired a consultant and they came in and they helped us evaluate our program to identify. Any strengths and weaknesses that we had in our crime and intelligence center. He did a wonderful job. It was like

three day workshop that we did a bunch of people from sworn to civilian and just sitting in a room, just brainstorming and talking about what's going well, what's not going well.

[00:17:25] **Shannon:** And after that, he was able to write up a document for us so that we can get to the chief and say, Hey, this is where we stand with our crime and intelligence center. And what was great from that is we were able to use that information to write up for a million dollar grant, which we actually won. So that was awesome.

[00:17:44] **Shannon:** And so with that money, what we were able to do was build a shoot room in our garage of our building buy new equipment. We hired another analyst. And we got training and we used it for some of the investigations. We did such a phenomenal [00:18:00] job, Jason, that we had three research companies come out and tell our story about how we were doing and how well we did.

[00:18:08] **Shannon:** So that's like. I don't know, maybe the icing on the cake, cause that was the very first thing I got to do while I was at the PD. But it was overall just a successful program and I'm really proud of that, what we built together. So

[00:18:25] **Jason:** who was the consultant or who did the consultant work for? Do you remember?

[00:18:28] **Shannon:** I don't remember the name. I'd have to go back in my notes. But he was a really great guy. He had worked with other law enforcement agencies before. And I had actually learned about him through a buddy who also had a crime gun intelligence center that he was standing up in Arizona. And he said, Hey you need to reach out to him because he can really help you.

[00:18:54] **Shannon:** Really move the needle forward and get this thing off the ground. Yeah, I wish I had his [00:19:00] information, but I'm sorry that I don't right now.

[00:19:03] **Jason:** Okay, so in terms of how did the Crime Gun Intelligence Center fit into the Fusion Center or were they totally separate?

[00:19:12] **Shannon:** So, There was a small room within our fusion center where we had the NIVEN technology, which NIVEN stands for National Integrated Ballistic Information Network.

[00:19:25] **Shannon:** Yes, Charlie Giberti, that one was for you. They had the technology from the ATF and they'd had it for a couple of years already. We were already doing ballistics matching with the all the casings that we had recovered from crime scenes and we also had shot spotter. So on top of those two technologies, we were already kind of leveraging it, but we weren't doing it efficiently.

[00:19:48] **Shannon:** So there was a room like off to the side of our fusion center that was like dedicated to this technology. And there was a three man team focused on ballistic [00:20:00] firearms straw purchasers. All that stuff related to gun crime, those guys were our experts. So we just kind of leveraged them in the beginning to kind of help us get started.

[00:20:10] **Jason:** So you said you talked about getting the grant and then being able to put a shooting room inside the garage there. So was that a, was that allow your group to then test more efficiently? Was that for testing purposes, that shooting room? Yeah.

[00:20:28] **Shannon:** Yes, it allowed us to be more real time because the inventory room was totally separate from our building and that added time to going to pick up information, going there to do the shooting, coming back and writing the report.

[00:20:45] **Shannon:** So it just kind of added a lot of like unnecessary hours to the day. So allowing us to have the shoot review. Room in the garage. It allowed us to immediately from recovery, go straight to our building, [00:21:00] do the testing write the reports, get the analysis done. And we can have more real time hits off of that because of.

[00:21:08] **Shannon:** The location of where we put it.

[00:21:09] **Jason:** Okay. And who was the grant with? Was it with the federal government or who was, who was that with?

[00:21:15] **Shannon:** Yeah, I think it was actually, I don't, I don't know. I want to say it was either NIJ or BJA. It was one of those two. It's a toss up 50, 50 shot on which one it was, but I do know that they were really interested in our, our, our program.

[00:21:32] **Shannon:** And so because of those research and the consulting. It just kind of helped like add more fuel to like, okay, these guys actually know what they're doing and we want to give them the money to keep doing it better.

And they have a lot of gun crime in their city. So obviously we want to help them improve their program.

[00:21:51] **Jason:** All right. Well, this, this feeds into your next story here, because now we're dealing with a homicide where, where Niapin was used. So let's go into that. [00:22:00]

[00:22:00] **Shannon:** Okay. So November of 2014, there was a shooting. And the death of a five year old girl who was sitting on her grandfather's lap. I was asked by my boss at the time to provide homicide case support.

[00:22:13] **Shannon:** So because I was on the CJIC team, I did some NIBIN analysis, some social media mining, and some jail call monitoring. Just to Understand what might've led to this happening. All the information that was found was sent to homicide and it allowed us to focus on a group that was actually feuding that day at the courthouse regarding a trial that was dismissed.

[00:22:39] **Shannon:** It was a homicide trial that was dismissed. And so. The family of the victims decided to retaliate and they had believed that when they were doing the shooting they were shooting up the girlfriend's house of the suspect. They chose the wrong house and ended up killing the little girl. And because of [00:23:00] all of this NIBIN analysis, mining, and jail call monitoring, and Focusing on the right groups that allow the detectives to interview the right people, which led to us identifying the suspect and the suspect was.

[00:23:13] **Shannon:** Later sentenced to 65 years in prison. Sad story. But what was also beautiful at the same time was not only did we get justice, but we were standing in San Francisco training another law JIC. And we were able to tell them that story that Niven analysis helped lead us to focus on the right people.

[00:23:36] **Shannon:** What is, what

[00:23:37] **Jason:** is, what is CJIC?

[00:23:38] **Shannon:** The Crime Gun Intelligence Center. Oh, okay.

[00:23:40] **Jason:** All right. That's okay. That's the acronym. All right. Sorry.

[00:23:45] **Shannon:** All right. So

[00:23:46] **Jason:** so I guess what led to you tapping into the jail calls?

[00:23:52] **Shannon:** So, we had learned that there is a lot of information that gets passed through jail calls. [00:24:00] And if there was a group feuding at the courthouse on that day regarding a homicide trial of somebody who just was found innocent, that individual is probably going to be talking about what happened during the day.

[00:24:13] **Shannon:** And they're probably going to be talking about what happened in the courthouse and all the tussle and everybody fighting at the courthouse. So it led us to listen to that individual's jail calls. To kind of like go, okay, well, if they're on this side of the fence then who's on the other side of the fence retaliating.

[00:24:33] **Shannon:** Right. And so it kind of like led us to identifying those small groups.

[00:24:38] **Jason:** Okay. If that makes

[00:24:39] **Shannon:** sense.

[00:24:40] **Jason:** It does. So then. When, when the, when the shooting occurs, is it just one shooter?

[00:24:46] **Shannon:** It's two shooters.

[00:24:47] **Jason:** Okay.

[00:24:48] **Shannon:** We did not have a hit on one of the firearms. , the hit that did match was the second shooter.

[00:24:55] **Shannon:** It was actually three shooters that showed up, but one of them stayed in the [00:25:00] vehicle and two of them actually got out.

[00:25:01] **Jason:** Did you say there was only one con one conviction of 65 years, or did all three of them get in prison?

[00:25:09] **Shannon:** Yep, only one was actually convicted.

[00:25:11] **Jason:** Okay. And was that, were you able to link his gun with the actual homicide?

[00:25:17] **Jason:** Is that how that happened?

[00:25:18] **Shannon:** Yes. Yep. Because, so, this is where the social media mining came into play. There was a very unique firearm that was, was flashed around on one of the individual social media pages. And it was like this very unique firearm with like a green. Like army tint to it, which is very unique.

[00:25:40] **Shannon:** If you know anything about firearms, a lot of firearms are black or some other like darker color, but green, like a dark army green is very unique. And so when we were, when we recovered it, we're like, okay, that's what matched what we saw on the, on the social media profile. And so. That's [00:26:00] kind of like helped us tie all the pieces together.

[00:26:02] **Jason:** Yeah. So so then why weren't you able to get convictions on the other two, two folks, or didn't you identify? So

[00:26:10] **Shannon:** the other two were identified I believe one of them wasn't convicted because I think the focus was on the actual killing of itself of the firearm. And I, I'm not sure if the other one might've got like just reckless endangerment safety, but.

[00:26:31] **Shannon:** I think their big focus was just getting the other guy charged.

[00:26:35] **Jason:** That's an awful. Yeah, you're right. That's an awful story. Oh so all right. Well, I'm going to move on from that one. Yeah, let's let's go on to your next story. So it's the fall. It's the following year. It's 2015 and this is an interesting one.

[00:26:51] **Jason:** I think just by its title alone, a carjacking spree.

[00:26:55] **Shannon:** Yes, so I don't want to say a name, but this [00:27:00] suspect was targeting elderly women within Milwaukee and surrounding jurisdiction. His M. O. was to sneak up behind them, hit them, and take their vehicle as they were getting into it or getting out of it.

[00:27:16] **Shannon:** After he was arrested We sat in his courtroom and we'd watched his hearing funny enough He tried to plead insanity so that he didn't have to stay in trial At the time I had asked our intern Alex Gherke who later became an amazing analyst and my really great friend I asked him to listen to jail calls and see if he talks about his hearing today.

[00:27:38] **Shannon:** I said, just listen, just listen for anything. And literally his first call, he transcribed the suspect mentions how difficult it was going to be to

fake being mentally ill at the hospital because they are professionals. That was literally the first call he listened to. I was like, are you kidding me?

[00:27:57] **Shannon:** He's like, no, I'm not kidding you. [00:28:00] And so the suspect was found fit for trial and then was later sentenced 30 years to prison.

[00:28:05] **Jason:** Yeah. So, and it's a, you say it's a spree though. So does that mean that he was just doing like three or four of these in a day?

[00:28:13] **Shannon:** Yeah,

[00:28:14] **Jason:** there was four of them. Just did, I just kind of did it just for fun.

[00:28:18] **Jason:** I,

[00:28:18] **Shannon:** I, I don't, I don't know, I don't remember if, like, he tried to also say that he was on some type of drug, and the drugs made him do it, like, or if he was just a violent person, and just like hurting elderly women is just, it's, I, I'm not educated enough to know the inner workings of a criminal's mind.

[00:28:43] **Shannon:** That's a different profession.

[00:28:47] **Jason:** I don't even want to play too much. Grand theft auto. I don't know what he was, was thinking there, especially. Elderly women, because they're probably it's I mean, I don't think these, these victims are driving [00:29:00] around, you know expensive cars, right? They're not driving around sports cars.

[00:29:05] **Jason:** Is there probably just easy victims for him to go up to and Take their vehicle. So that's that's too bad. But that makes me laugh about the jail calls because we've had a couple of the analysts on the show recently talking about jail calls. And it's it's fascinating. What they even tell you in the very beginning that this call is going to be monitored.

[00:29:29] **Jason:** And they say, Still, I guess they don't believe it's actually being recorded.

[00:29:33] **Charlie:** Mhm.

[00:29:38] **Charlie:** Hi, I'm charlie Giberti. One question that people ask me a lot is how to get respect and buy in in an agency. And I always tell crime analysts on day one, the most important thing to do is find the biggest police officer in the department and just knock his ass out in front of everybody. And that way they'll all have more respect for you.

[00:29:57] **Charlie:** What I mean by that is find the [00:30:00] people who are your leaders, your informal leaders, your high IGEN value people, and win them over one at a time. Wow them. Knock them out with what you can do and how you can make their life easier. And then they'll be the ones who go and get all of the buy in before you.

[00:30:15] **Mandy:** I'm Mandy Krieger and this public service announcement is for you. Are you tired? Don't feel like doing that response times analysis? Newsflash, neither do I. Go drink a cup of coffee, grab yourself a dirty soda if you're in Utah, pull your weight, don't be a slacker.

[00:30:36] **Jason:** All right. So now we're at 2016 and now we got a social network analysis case.

[00:30:42] **Shannon:** Yeah. So something super cool. I was picked to go to Monterey, California to train at their naval postgraduate school at their core lab to learn how to do social network analysis.

[00:30:54] **Shannon:** And if anybody knows about SNA, which is the abbreviation for social network analysis, it's some [00:31:00] cutting edge technique that only the military was trained on. And so it was the military training us law enforcement analysts on how to do this. And giving us the tools and the technology and spending a week there with them and learning how to do it, to identify criminal networks and like how to dismantle them.

[00:31:18] **Shannon:** So, with that information that we trained on, I brought it back to Milwaukee, to the Crime Gun Intelligence Center and said what can I do with this? How can I start using this new technique. So I started identifying criminal networks related to our city's gun crime organizations and identifying different people that have been involved in shootings as either suspects or victims or retaliation and just kind of building out all these different networks with the center.

[00:31:51] **Shannon:** Of that project of being NIBIN driven. So NIBIN hits that had a gun crime involved. And so [00:32:00] we had identified a lot of different networks. Well, crazy enough that weekend there was a shooting of a suspect.

He got shot. He had been involved in multiple prior altercations. And what that led us to do was to review his network and kind of find some of his closest ties.

[00:32:18] **Shannon:** And back to jail calls again, it led us to monitor some jail calls of the end of it, one of his closest individuals actually talking about what happened on the scene and why there was a shooting occurring. And so because of that, it led us to to interview the right people to say, well, we know this is what's going on.

[00:32:40] **Shannon:** You guys are retaliating over these stupid. Sunglasses that are like we don't know who the hell had a purse, but it was just over something really dumb. And so why I, why I find that to be important is because when the victim slash individual who had, Prior multiple applications [00:33:00] didn't want to give us any information, right?

[00:33:01] **Shannon:** But now with using the SNA process, we were able to identify and focus on the right people and we were able to get the story via a recorded call, which is, I think, pretty great.

[00:33:13] **Jason:** Yeah. So did you say, was it special software that you got access to as well? Or is these, is these just techniques?

[00:33:20] **Shannon:** Yeah, it was called ORA.

[00:33:23] **Shannon:** I believe it was a program that was Built out of Carnegie Mellon University. So the, the cool part about going to the Naval postgraduate school was if we trade with them, they would give us the free software. So they, they gave us that so that we can leverage it and use it for any of our projects that we were working on in Milwaukee.

[00:33:48] **Jason:** Oh, that's, that's good. That's the topic that's another topic that's come up recently and i am really surprised that i don't hear more [00:34:00] chatter about social network analysis in the profession i would have really thought it would have took off by now just because i know there's science behind it and. I, I'm going on the same soapbox that I just did a couple of weeks ago, but I I am really surprised that it doesn't seem like at the conferences or different chatter.

[00:34:20] **Jason:** I don't hear about it as much. Certainly hear a lot about social media. You hear a lot about OSINT, but it seems like social network analysis isn't talked about as those other two topics.

[00:34:32] **Shannon:** Do you want to know why I think that is? Sure. Because it's time consuming. If you know anything about social network analysis is the keyword is network, right?

[00:34:42] **Shannon:** So you have to data mine through your RMS system, through your CAD systems, through whatever records that you have available to you to identify these networks and not always you're going to have the right information. And so I think there's a lot of [00:35:00] hesitation in using this SNA because everybody wants to have all the information.

[00:35:06] **Shannon:** So that's kind of where my mindset is. I know a couple of times we presented at like ILEA and ISEA on social network analysis. And a lot of folks were like, yeah, it does seem Quite cumbersome to actually like get started because that's not the sexy part of analysis, right? Is collecting the data And getting all the information, but you have to have the good data to do the good analysis.

[00:35:33] **Shannon:** So that's, that's my two cents on the topic.

[00:35:36] **Jason:** Yeah, no, I understand that. But I guess I would have just thought something like outlaw motorcycle gangs or gangs in general, that I would have just. I would have thought that you have folks dedicated to studying these groups, so I would have thought that you are in the thick of things anyway, and with a little bit more effort, [00:36:00] I would think with SNA, you would really be able to like your case, target certain individuals that maybe you wouldn't have targeted before.

[00:36:09] **Shannon:** Yeah, well hopefully hopefully things will improve. And maybe Maybe we have flawed RMS systems too. Well, let's not get on that topic. , let's, let's keep moving forward.

[00:36:22] **Jason:** Yeah. Most well, that's, I call 'em RM sy, so most of, most, most systems are rms. Yeah. Yeah. All right then. All right, so then in 2019, you worked on a case in which you won the IE award, so let's hear about that.

[00:36:36] **Shannon:** Yeah, so we won the award for excellence for our organization. We worked with a individual by the name of Matthew Kliszewski. At the time, he was a consultant at our IT department, and he helped us build a web application for our NIBIN case management. And [00:37:00] so what was really cool was he was able to take the data from our crime scene forensics data, the ballistics matching, our records management system, and conviction information and put it all in a centralized location.

[00:37:14] **Shannon:** And that was used heavily, obviously, by us analysts, but it was also used by our task force to help focus on the right type of investigations. And it just kind of made it easier on everybody because all that information was in one centralized place. And so it took us, I think, I want to say it took almost a year and a half to two years before it was like completely done, but boy, was it bad ass it, it was so bad ass that ATF wanted to.

[00:37:50] **Shannon:** Take the idea and run for it with themselves. But I was like, Matt, don't let them take it. I was like, it's yours. This is your baby. You're the one that created this. You [00:38:00] capitalize on that. Yeah.

[00:38:02] **Jason:** So I forgot to ask earlier when you're doing all this stuff, are you still just in the Milwaukee jurisdiction or are you.

[00:38:09] **Jason:** Yep. Spreading out. Okay.

[00:38:12] **Shannon:** Yep. Just in Milwaukee.

[00:38:13] **Jason:** That makes sense. And so then did you, did you get your log in right away for that? Or did you have to wait a long time to get a log in for that program?

[00:38:21] **Shannon:** So what's cool was we actually worked side by side with the consultants. On how to build it like we did interviews we did Mind mapping on what we want it to look like how user friendly we want it to be What type of information we do and don't want in it who we want to have access to so we were like The front row seat VIP seat of getting access to the stock.

[00:38:49] **Shannon:** So it just turned out to be one of those like cool moments of seeing the detectives go. You're telling me that I don't have to [00:39:00] log into this system, this system, this system, and this system that gets this information. I'm like, Nope, it's all going to be right there in front of you. No, like that's freaking fantastic.

[00:39:10] **Jason:** Yeah, that's right. Well, you use mind mapping, which that's one of those key terms that they, I know they teach at ILEA's FIAT. So that's probably how you got on ILEA's radar, using mind mapping.

[00:39:23] **Shannon:** Oh, yeah. I actually took that course.

[00:39:28] **Jason:** Was it in Milwaukee?

[00:39:30] **Shannon:** No, it was in Arizona, actually.

[00:39:32] **Jason:** Oh, okay. All right.

[00:39:34] **Jason:** Well, I guess we would have Yeah, I went up

[00:39:35] **Shannon:** to Arizona.

[00:39:35] **Jason:** We would have been different times. My, I used to teach Fiat I actually was trained as an instructor in Milwaukee and, and at there's a Haida there, I believe the Milwaukee height at the Milwaukee Haida. And so, but that would have been.

[00:39:51] **Jason:** I think 2007 that I would have been trained and I would have been in Milwaukee. So we wouldn't even, even if it was in Milwaukee, it wasn't the same time period we're talking about. Yeah. Yeah. [00:40:00] All right. Well, very good. All right. Then so you end up leaving Milwaukee, the fusion, the fusion division and taking a job.

[00:40:11] **Jason:** And this is, I find this fascinating, a data analyst job. With the democratic national convention task force still in Milwaukee. So this was 2019

[00:40:22] **Shannon:** still with Milwaukee PD actually.

[00:40:25] **Jason:** Oh, okay. I misread the resume. Sorry.

[00:40:27] **Shannon:** That's all right. So still with Milwaukee PD my friend that I told you earlier, Alex Gerkey goes, Hey girl I want you for the team.

[00:40:36] **Shannon:** Do you want to join our task force? I'm like, hell yeah. I was like, this sounds like a good time. So it was comprised of civilian and sworn, it was a 12 man team and our mission was to help develop the security goals, inventory, procurement, logistics, planning and management, technology training and implementation, data [00:41:00] management and budgeting.

[00:41:01] **Shannon:** I know that's a lot. If anybody has ever been involved in planning something like that a security event, it is a lot of freaking work. And it takes every ounce of energy every day for as long as you can stand up. Because there's a lot of red tape, there's a lot of federal guidelines, there's a lot of, I guess, chefs in the kitchen who want to be in charge, there's a lot of

communication that has to be shared back and forth between government bodies, federal bodies, Community bodies, and it just takes a lot of work.

[00:41:45] **Shannon:** And it was probably the hardest, but most fulfilling thing that I've ever done. And because of this realization during that planning time, I was like, you know what? If I [00:42:00] can plan for one of the largest national security events in the United States, I could pretty much project manage anything. So that's what got me into project management certification.

[00:42:14] **Shannon:** At UW Milwaukee and with my additional knowledge of building that NIBIN case management web application, I figured, okay, let's go down the software development route of, Having a job. So I did my research. I looked for companies that had like good energy. They support their people. They train their people.

[00:42:38] **Shannon:** They really invest in their people. They have a good culture. They're us based. And I found a company called Rural Sourcing Incorporated. So I applied for them and within two months I was hired and they paid for my relocation to Augusta, Georgia. And my work there comprised of working with, like, building web [00:43:00] applications, helping with data management any security things that they wanted to fix in their company, and I worked with clients.

[00:43:07] **Shannon:** That were in the medical facilities, home building, industrial steel companies, government engineering, just like a wide range of different types of companies. And fun fact, I got two raises and a fat ass bonus. So I guess I was doing something right as a project manager.

[00:43:28] **Jason:** So I was going to ask you about getting the project manager bug and you explained it very well there.

[00:43:34] **Jason:** , we went pretty quick but this gets you out of law enforcement, out of intelligence, into first it was security and then it was intelligence. Software project management. So that transition , how was that in terms of deciding to go through all that? Because you obviously got the bug in terms of project management and wanted to explore that.[00:44:00]

[00:44:00] **Shannon:** Yeah. I don't think we've talked about this yet, but I actually had a partial master's degree in data science. So I had a lot of like, Education and experience and this drive to, to do more great things with my, my brain, right, to kind of push me to make me see what else that I can do.

[00:44:22] **Shannon:** Be great at and that kind of all of it just kind of came together, I guess, all at once and it just all just fits so well. And, and the, the thing that I think I struggled with though, in the beginning was this leadership piece, because I've always been on the team, like just being on the team with however many people and just doing whatever I was told to do or whatever the mission was and whatever.

[00:44:51] **Shannon:** But now I was the driver and I was the one saying we will do this or we won't do this or we might do this. [00:45:00] And so I kind of struggled a little bit in the beginning. But I found my foot real quick because I got put on a dumpster fire project That's literally what they called it and what's awesome is we pulled that thing out of the dumpster and We actually got the client to to renew with us on their contract because they liked us so much.

[00:45:23] **Shannon:** So You know kudos to to me and my team to to really stick together through that that hard You That hard project.

[00:45:32] . So I think it's interesting that you're a techie .

[00:45:34] **Jason:** And so it's I can see where everything's coming together, right? You, you got the, the piece with the, the software, the techie, you got the project management experience. You got this, just this desire to see things from beginning to end. . , you have this plan in the beginning and then now your job is to, okay, we need to make it.

[00:45:56] **Jason:** So,

[00:45:57] **Shannon:** yes, I'm a big picture thinker [00:46:00] gal. And I mean, we can just go back to the beginning of the story with the crime gun intelligence center. We started from the beginning and we saw that thing through and it became amazing that other people. We're wanting to know how we did it so well, right? So I already had that experience of, I could probably call that even project management experience from that project.

[00:46:24] **Jason:** No, and I think, I think the misnomer with project management is. I think people think it's easy and and I know it's not easy and it wasn't until I was part of a project in which I really questioned the project manager's ability to do the job. That i really appreciated project managers like it was one of those things i was like oh i didn't realize by me not remembering the project manager that told me how good the project manager was like the fact that now i have [00:47:00] this bad project manager and i'm like oh my goodness this is you know this is driving me crazy.

[00:47:06] **Shannon:** Yeah, I I like to say that project managers are mother hen you're corral in the chaos and I'm, I'm happy for the time that I had, but there was a part of me that really, really miss catching bad guys. I really missed it. And after stepping away for three years, I was like I really want to get back into it.

[00:47:32] **Shannon:** I really want to do analysis again. I've been doing it since I was 18. I was like, I think no, I was like, no, I know you're damn good at it and you need to get back into the world. And so, yeah. That's kind of what I've been doing these past four months is trying to get back into the game.

[00:47:51] **Jason:** Yeah, well that's a good segue then because I do want to just get your advice on the application [00:48:00] trail.

[00:48:00] **Jason:** And so I hear from folks that want To come into the profession and it's it can be a struggle. It can finding that right job, finding that right location. Some of these I've talked to managers where. They'll put in an announcement and they'll have 50 applicants for one position.

[00:48:19] **Jason:** And so it, it can be really competitive out there. What have you experienced over the last four months as you're trying to get back into the profession?

[00:48:28] **Shannon:** Yeah. So. I want to preface by saying that there is a lot more information about crime analysis out there compared to 15, 20 years ago. And the route that I am taking is my journey and doesn't necessarily mean it's the only way to get back in.

[00:48:49] **Shannon:** And so I just wanted to start off by saying that what I did first was I evaluated and kind of prepared myself [00:49:00] to get ready to get back in. So took some inventory on the skills that I possess. I wrote them down. I had a visual. I'm like, okay, what technical skills do I have? What techniques do I have?

[00:49:13] **Shannon:** What technology do I know? What are my soft skills that I'm really good at? And just kind of just visualizing that because that helped me craft what my resume looks like. And it was hard it wasn't an easy task to do because you're evaluating yourself. Sometimes you have to look back at your career and go, well, I don't remember everything that I did because I did so much, but you, you you do need to, and I would recommend this for anybody that's listening, update your resume as often as possible.

[00:49:52] **Shannon:** Do not wait till you're finding your next job to do that. It will only make your life harder. So updated my [00:50:00] resume and just for two months, I just started applying to jobs and I wasn't getting any hits and I'm like, what the heck is going on? But I was realizing that I was just blindly sharing the same resume.

[00:50:15] **Shannon:** Without updating it to reflect the job description that I was applying for. So I didn't look relevant to that company if their job description had words like data mining or social media mining or any, I wasn't updating my. Resume to reflect that type of information. So I started to do that.

[00:50:37] **Shannon:** I know what you're all thinking that is time consuming, but you know what? Finding a job is a full time job. And if you want it bad enough, you'll do it. And you got to be dedicated every day. So it took me about three months, over 60 job applications. I got three callbacks and one of them chose me to move forward.

[00:50:57] **Shannon:** That person, luckily it's Richmond [00:51:00] County Sheriff's office. They want me to work in their crime and tell unit. So I've been waiting on them to call my references so that I can move even further into the hiring process. I think they said it takes about three months to do the whole process. I'm in my first month.

[00:51:16] **Shannon:** So I got a couple more months to go.

[00:51:18] **Jason:** Well,

[00:51:18] **Shannon:** congratulations.

[00:51:20] **Jason:** So

[00:51:20] **Shannon:** yeah, thank you.

[00:51:21] **Jason:** And is that Richmond, Virginia? Is that what you said?

[00:51:24] **Shannon:** Ri no, Richmond County. That's, that's our county here in Augusta, Georgia.

[00:51:28] **Jason:** Oh, you even found a local gig. Good for you. How about that? Like, so no, that's usually, as I said, location is usually the struggle, right?

[00:51:38] **Jason:** If you, if sometimes if you want a particular area, I mean, people in California tell me this all the time. Like people get analyst jobs there and they work and those analyst jobs for 50 years, like there's not really ever open analyst positions in California from the sounds of it. And so kudos to you for finding a [00:52:00] local gig and just going through that whole process.

[00:52:04] **Shannon:** Yeah, and that's a great segue because what I did this was my approach is I had this mindset of Just get your foot in the door apply for everything Apply for everything whether it's a police agency a sheriff's office public safety a federal agency non profit private sector You It didn't matter as long as it was, you know something that was local to here.

[00:52:32] **Shannon:** It didn't have to be just law enforcement driven, right? It doesn't necessarily have to be a crime analyst role for me. There's similar job styles out there like That have the same things that crime analysis do like data analysts, Intel analysts, research analysts, mapping, and it's like, there's a lot of other type of analytical things that crime analysts do.

[00:52:53] **Shannon:** So I kind of just went wild and crazy and just kind of focused on that aspect. [00:53:00] And so how I got the, the, the job that I hopefully crossing my fingers will get is by Is I applied for their administrative assistant position at the sheriff's office And I just wanted to get my foot in the door And so when I applied the hr lady, she reviewed my resume and she called me.

[00:53:23] **Shannon:** She's like, Ma'am, I noticed you have crime analysis skills. I think you would be better suited in my crime intel unit I was like yeah she's like I think that you would probably be happier there with your background experience. And I obviously thanked her for reading my resume because you never know how far down people read, right?

[00:53:45] **Shannon:** They, they might just read the top or the middle or the bottom, or I don't know. Everybody has their own process, but I was just happy that she read through my resume and she noticed me. I got noticed and that's great. So look at me. , [00:54:00] my idea to get my foot in the door actually worked, it worked better than I thought.

[00:54:06] **Jason:** Nice, nice. Yeah. There's a lot of resumes , I wonder if they're even being read, right? I think a lot of them are electronic. You talked about keywords before. That's a really, really important. Because certain HR, they have certain software, they're just looking for keywords.

[00:54:22] **Jason:** And if you don't have those keywords, it's rejected or not. And so it's important in that regard to make sure that you have the right wording. And it's that's so key. Time consuming and so annoying. I remember the frustrations that I felt in my 20s. It's just going through and applying for job after job after job or sending out.

[00:54:45] **Jason:** This is back. I'm so old. We sent out cover letters and resumes. That's that's how old I am. So, but I can understand the frustration. I'm curious when you went through the evaluation process. Of your own [00:55:00] skills, what did you find was a deficiency

[00:55:04] **Shannon:** because I had stepped away? Well, let me back up. So another thing I would recommend for people to do is stay connected to the hive mind to the crime analysis associations.

[00:55:16] **Shannon:** I stepped away from that and I shouldn't have. But I actually attended the Carolina Crime Analysis Association.

[00:55:25] **Jason:** Oh, Amanda Brunner will be happy to hear that.

[00:55:28] **Shannon:** Amanda. Amanda actually saw me email her and say, I want to come. And she said, okay. And so she let me join their association because Georgia actually doesn't have one.

[00:55:40] **Shannon:** So since I'm right there on the border, she let me join their association and she let me come to the conference and I got to see a lot of really cool people. interesting technological things that people are using. And when I was going through my, my resume again, I'm [00:56:00] going, I don't have some of this stuff that people are using now.

[00:56:04] **Shannon:** I'm not, I don't have the technical skills. I mean, obviously I have a analytical mind, but I don't have any of the new technical skills that people are using the new technology. So that kind of. Kind of threw me for a loop, but I was like that's okay. I'm like, I'm just gonna be proud of what I do have.

[00:56:24] **Shannon:** Available to me and the skills that I already have and just go with it.

[00:56:29] **Jason:** Yeah, and I can't remember who told me this, but I know it's been a couple of people and on this show is you don't have to know every software. You don't have to be have experience with every single software, but

when you did get a new software, how easily did you pick it up or what did you learn about yourself?

[00:56:50] **Jason:** When you learned a new software, I mean, I think that is something if you're in an interview and you get asked that type of question [00:57:00] or did point out that you don't know such and such software, just understand that you can counter with. Hey, but I know this software. It's similar and I was able to do X, Y and Z.

[00:57:12] **Jason:** Right. Okay. So that's, that's interesting. So what was your I, I, before we get off that topic, the, that was their first conference the Carolina, Crime analysis association. So what's your overall rating, of their conference? What's the good, bad and ugly?

[00:57:28] **Shannon:** Oh, they did a phenomenal job.

[00:57:30] **Shannon:** They had so many different, I mean, okay. I got to preface by saying I've been out of the field for three years. So obviously I'm like a kid in a candy store going, I want to go to this. This session, and I don't want to go to this session, but they're at the same time, so maybe I go to half and then go to half the other one, like, I was just, like, just so happy to get to come, you know?

[00:57:51] **Shannon:** And so, like, Amanda and her team did a phenomenal job and I learned so much. I learned [00:58:00] about like leveraging chat GPT, using power BI using newer, like link charts. Technology like NodeXL and Aura Flow, like, I just learned so many new things that I was just like, I think I was overstimulated a little bit, because I was like, wow, things can really change in those three years that I was gone, but, it was also really nice to see presentations on things that I already knew.

[00:58:27] **Shannon:** You know what I mean? Like they had like a wrist train modeling thing there. My great friend Charlie Giberti did this whole like awesome thing on leveraging ChatBeat. GPT and Power BI and using data and all that other cool stuff and Annie Mitchell was there who I loved death.

[00:58:49] **Shannon:** She did like a presentation on like you know how to how to be a great analyst and stuff like that. So it was. It was really good to see people that you know I was [00:59:00] friends with before, but it was also nice to meet new people too.

[00:59:03] **Jason:** What did you think of the longer format for some of the sessions?

[00:59:07] **Jason:** Transcribed Because they went pretty in depth. I know Charlie taught one, I think was four hours. I mean, they really went in depth with some of the sessions. What did you think about the length and the depth of those classes?

[00:59:20] **Shannon:** I liked it because if anybody knows about law enforcement training, is it costs money usually to go somewhere?

[00:59:29] **Shannon:** So it was nice to have somebody who is dedicated for longer than 30 minutes to actually like show you how to do something step by step. Right. And I didn't have to go to another state or I didn't have to go to another training facility. Like I got to have that longer session on top of those smaller sessions in one.

[00:59:51] **Shannon:** So I liked that hands on. It was really good.

[00:59:54] **Jason:** All right, sorry, I got the shiny objects there. I was curious to get your take [01:00:00] on the Carolina Crime Analysis Association. I sat down with Caleb and Amanda to do a free game show before the before the conference, so I'm glad it worked out very well So, all right So shannon let's back up a little bit because I want to make sure that we covered Everything that you wanted to say in terms of getting back into law enforcement analysis

[01:00:23] **Shannon:** Yeah, so I think we left off by getting our foot in the door I think the next thing I would say is really prepare and study for the interview.

[01:00:31] **Shannon:** Dawn Reeby with Excellence in Analytics has a great three part YouTube video on getting that crime analyst job. Part one is how to prep for the interview, part two is like resumes, covers, and mock interview, and then part three is interview tips. On top of that, IACA also has a list of questions that they have for hiring an analyst, so I highly recommend that.

[01:00:54] **Shannon:** But lastly, I think most importantly, is really review the business that you're going [01:01:00] into for the interview. Really understand their purpose, their mission. What the media is talking about them, what are their beliefs? What does their leadership look like? What's their culture? So just really try to understand that before going into your interview, because you want to one, obviously.

[01:01:19] **Shannon:** Show that you care more than just about the job, you actually care about the company itself. So those are my recommendations on studying for the interview. And then the next piece, I would say building your

online professional presence, really leverage LinkedIn, follow those organizations, connect with people who are leaders in the analytical scene, know what people are talking about.

[01:01:43] **Shannon:** What people are doing. What are the hot trends? What are the hot topics? That'll help you stay up to date on what's going on. I know some of us do have a LinkedIn and some of us don't have a LinkedIn. I guess that's your preference, but I feel like it really helped me see [01:02:00] what analysts that are still out there, what other type of jobs are out there because LinkedIn does post jobs on analyst positions.

[01:02:08] **Shannon:** There's also free trainings that get posted on there. So I highly recommend having an online professional presence. And then I think we already talked about staying connected with the hive mind and attending a conference, and then lastly, I would say reinvest in your analytical skills.

[01:02:25] **Shannon:** There's a lot of free and cheap training out there. Like any NIJ has. A couple trainings on their website, Udemy, that's U D E M Y, Udemy. There's college sites that offer free training, Eventbrite has also free training, but I would also recommend finding readings as well. So not just doing trainings, but also reading up.

[01:02:48] **Shannon:** on what is out there in the analytical field.

[01:02:51] **Jason:** You mean books?

[01:02:52] **Shannon:** Yeah, books and articles, books and articles. So I know BJA has like over a hundred [01:03:00] documents that they've published on their analysis toolkit. So that's all free to us. So stuff from like 28 part CFR or whatever the hell that terminology is.

[01:03:10] **Shannon:** Yeah, 28 CFR part 23 and then anything on things from like fusion centers and how to deal with mass casualties You know how to identify hot spots So they just have all types of different like free readings that you can go stay up to date on what's going on in the field

[01:03:28] **Jason:** Yeah, so long time listeners of the show know that I hate to read, so that's, that's what is my reaction.

[01:03:34] **Shannon:** Oh, that's funny. .

[01:03:36] **Jason:** All right. That's funny. No, that's, that's very good. All of that's really good advice. And another question I like to ask in this advice question is what I call the return on investment. And so that's advice that you would have for our listeners.

[01:03:55] **Jason:** What is something that they can study now that might be important five years from [01:04:00] now?

[01:04:00] **Shannon:** Data science, everyone needs to get into it. Without data, we can't do our job. And it's only going to get more complex as technology changes. And what I mean by that is learning how to train AI, learning how to leverage chat, GPT, learning advanced analytics and visualization tools.

[01:04:20] **Shannon:** And each of those has their own individual parts to them. I don't want to bore you with all the different pieces, but I would just recommend people to start really investing in what data science is all about. Because. Right now I feel like our RMS systems and technology that we're using is a little bit far behind.

[01:04:40] **Shannon:** And so we need to start thinking forward and I think data science is where it's going to be at for us in these next five years.

[01:04:49] **Jason:** It's fascinating that you said data science, because that's another term that I think folks underestimate. It goes along with, you know with the project management that we talked [01:05:00] about and with the social networking analysis, I, people use those terms, and I think they think it's a lot simpler than what it really is, or maybe that they really, they are, they've been doing it for so long, so they think they understand it, and it's way bigger than what they're imagining it to be.

[01:05:20] **Shannon:** Correct. .

[01:05:21] **Jason:** And

[01:05:21] **Shannon:** I would say stay on top of your fact checking skills. We live in a world of instant gratification And it feels really good to search something and find the answer right away But in our line of work, we have to learn to question that information and validate it because there is a lot of missed So we have to be deliberate on the things that we trust.

[01:05:44] **Shannon:** So stay on top of it.

[01:05:46] **Jason:** Yeah, it's tough. It's tough. The more information seems like more, more info, more problems. But all right. Good advice there. Before we go on to personal interest, I do want to ask about your, your certification and [01:06:00] crime analysis from the University of Wisconsin at Milwaukee. Just wanted to get in a little bit of maybe an overview what you thought about that particular certification from what you know of the association certification or other certifications.

[01:06:15] **Jason:** How does that compare and contrast?

[01:06:17] **Shannon:** Sure. So the association certifications are very analytical. Style of, I guess, understanding the world of analysis. And when I took the certification at the college, it was more criminal justice based, a lot of the courses were on intro to criminal justice, crime investigations cyber crime analysis oriented technology.

[01:06:45] **Shannon:** So it was very like. Criminal justice based and less on the analytical piece of it, even though there was a class called introduction to crime analysis. But if I were to, I guess, improve the [01:07:00] program, I would have had other classes. based around analysis itself and not just the criminal justice. So

[01:07:09] **Jason:** all right.

[01:07:09] **Jason:** Okay. And let's move on to personal interest then. And so you are a photographer.

[01:07:16] **Shannon:** Yeah. I like to call myself an amateur photographer. I actually started out with a film. First, that's actually how I got interested in it from high school. And then as I got older, I realized I needed to get into this digital age, so I bought myself a Canon rebel three Oh five and.

[01:07:38] **Shannon:** Luckily I scored a bunch of lenses at a pawn shop and if anybody knows about photography, the lenses are the most expensive piece. And so I scored, I think it was like five or six lenses for like a hundred bucks, which was super awesome. And I've done a lot of like mainly nature [01:08:00] photography. I have used it to take like family photos and stuff like that, but I'm very like nature driven.

[01:08:09] **Shannon:** I just have an eye for it, I guess is what they say. So I like going out hiking or going kayaking and just taking cool pictures of stuff or traveling and taking it wherever I can. And. I also like to tell my mom, cause

she gets worried that I'm like out hiking by myself. I'm like, mom, if anybody comes around me with this bad boy, they're going to get a big nugget on the top of their head because this thing is heavy.

[01:08:39] **Jason:** . So we'll, you send me some of your photos so we can post them? So folks can see on our website, What kind of photography you get?

[01:08:49] **Shannon:** Yeah, sure. I can do that. All

[01:08:51] **Jason:** right. So look for that in the show notes and also in the show notes, we will put links to additional [01:09:00] information.

[01:09:00] **Jason:** It will give out the name drops that Shannon talked about in this episode. So take a look at the show notes for additional information on all the topics that we covered here today. All right, Shannon, this brings us to Words to the World. And this is where you can promote any idea that you wish. What are your words to the world?

[01:09:21] **Shannon:** The law enforcement world is an intense place to work. We deal with life or death situations every day. Emotions and stress run really high. And society is always looking in our direction to find our flaws. So in the words of Patrick Swayze from the movie Roadhouse, Be nice. From the security guard you see every morning, to the janitor who cleans your office, To the grumpy lieutenant who's waiting to retire, and to your analyst colleagues stressing about ComStat.

[01:09:49] **Shannon:** Be nice.

[01:09:49] **Jason:** Very good. Well, I leave every guest with you've given me just enough to talk bad about you later. But I do appreciate you being on the show, [01:10:00] Shannon. Thank you so much. And you be safe.

[01:10:04] **Shannon:** You too.

[01:10:05] **Mindy:** Thank you for making it to the end of another episode of Analysts Talk with Jason Elder. You can show your support by sharing this and other episodes found on our website at www.elliottpodcasts.com.

[01:10:15] **Mindy:** leapodcasts.com. If you have a topic you would like us to cover or have a suggestion for our next guest, please send us an email at elliottpodcasts@gmail.com. Till next time analysts, keep talking.