

2023 End of Year Episode with Jason & Mindy

Mindy: [00:00:00] 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.

Thank

Jason: you for joining me. I hope many aspects of your life are progressing. My name is Jason Elder, and today is our year end review. It is Christmas, so Merry Christmas to those that are celebrating Christmas, and I hope everybody is doing well and is safe, and with me, of course, is Mindy Yoon. Mindy, how are we doing?

I'm

Mindy: good. Thanks, Jason. And yeah, Merry Christmas guys. Thanks for joining us today. So I'm excited. Another, another year has gone by. So .

Jason: Type of Christmas person are you?

Mindy: Like whether I'm like a secret Santa person, like a white elephant kind of person, like what do you mean Christmas? [00:01:00]

Jason: So are you one of those people that would listen to Christmas songs in November?

Are you, do you have strict rules? Are you like, Oh, it's kind of the, I'm kind of lukewarm about the holiday or it's the best holiday of all time.

Mindy: Okay. With that, I mean, it's probably kind of boring. I guess I'm not that much of a festive person outside of like, maybe like new years and like lunar new years and stuff, but I like Christmas.

I like the lights. And Jess family time. I live in Colorado where it's snow. So I'd like, hopefully it snows this year. So we have like a little winter wonderland Christmas, but weather's been quite wack lately, so

Jason: yeah. Yeah, no, I am Christmas to me , is the best holiday. I am really into gift giving, really into decorating.

And I just love the whole season. , I would start in November, but my wife. Has a Thanksgiving birthday, and so she [00:02:00] puts the kibosh on any Christmas festivities before Black Friday. So, but I would easily start in November and , take down the tree, maybe at the end of January type of thing.

So I am all in on Christmas. I

Mindy: like all the Mariah Carey. Memes that come out around November, it's just like, it's near Christmas guys. So once a year where Mariah Carey comes out of her her cave and sings the same song she does every year and then just goes into hiding for the rest of the year.

So I like all the memes.

Jason: Yeah, but there's, it was interesting. I was telling my daughter, I was like 30, 40 years from now, you were probably going to be hearing the same renditions. Of these Christmas songs, because some of the, like the classic Christmas songs that you hear on the radio now, those were recorded 60s, 70s, and it's the same.

It's that same version that everybody comes to know. So it's a classic. So it's just going to be continued in my [00:03:00] opinion that you're just right. Carrie will be another one. It's just, you're going to have that rendition of that song played probably forever.

Mindy: Yeah. I, I can see that song. I'm just trying to think of like whether or not it's like problematic because was it like last year or the year before where what's that song like baby is cold outside where there was a lot of controversy because we were like oh my god that's so like creepy and kind of like rapey vibes or whatever and other people were like well that's just like Of the time, not, not like the rapey creepy stuff, but it was just like, like women weren't supposed to be so, I don't want to say promiscuous.

I feel like that's like the wrong word and I probably pronounced it wrong anyways, but it was just like, well, he was quote unquote doing her a favor by like trying to tell her to stay because she wants to stay, but she can't because it's not. And then other people are like, no, it's just like super, like, Because like she's trying to leave, but he's trying to, it was just like this whole debate and I

was like, okay, well, this is a weird way to [00:04:00] spend the holiday holidays and holiday spirit.

But I'm, I'm open to it and listening to the, all, all the discussion. I don't know if you got into it. I was, no,

Jason: I was really surprised too. And I think they have changed it in a way to. Like there's one version where she giggles at the end type of thing. So it's really supposed to be like this flirty back and forth between this couple.

Right. But I, I'll admit that Bill Cosby didn't do the song any favors with that line. Like when she says, so what's in this drink, so that didn't, that didn't help. And so, but it is, it is interesting cause I, I know people for a long time, even before the me too movement thought that that song was semi inappropriate.

So, but anyway, all right. Again another year through and we published every monday which is something that i am really proud about that we were able to produce an [00:05:00] episode every monday and that we just had another year of really interesting guests.

Different perspectives, and I thought there was some certain some themes that came out throughout the year. And so what I want to do here is I've created a matrix, categorized each episode throughout the year and i'll put this in the show notes and what i'm thinking is if you're looking to catch up or maybe you're new to the podcast and you wanna get caught up but you're not really sure where to start and there's i think there's certain categories here.

That will help you narrow down where to start to fit your interest because we had several, episodes this year dealing with human trafficking or G. I. S. Or the military influence testifying [00:06:00] sworn officers, turning analyst intel.

And you can. Go through and maybe pick and choose which ones that you want to try to catch up on based on the categories that they're put in. But Mindy, is there any episode in particular or anything that sticks out as you look back on this year? Not

Mindy: in particular, but I do think it's interesting how it does work out like that because I think last year just this was unplanned, but a lot of our guests and a lot of our episodes covered things like mental health.

And then this year, I feel like we also had like a similar pattern of like a lot of our guests were like you were saying, like they were former military, former

officers that turned analyst. There was a lot of talk about trying to think of like career transitioning. Like I'm trying to think I don't think any of our guests like started out as.

Analysts, they're like right out of school. They always did something different and then [00:07:00] Transferred over so I think it's neat that somehow it just works out like that that we do have like a particular theme that We may or may not have planned for

Jason: so yeah, i'm always interested In listening to guests talk about what they did before they were analyst and then if they're no longer analyst, what they did after being an analyst and that's 2 bookends that I really like to cover and another topic to that.

We covered. I think more this year than maybe in previous years is open source. There's, there's several people that have really done some awesome work so there, that's another big topic this year that if you're looking to get more information on that, we have several episodes on OSINT.

All right, so news of this year, too, we did more conference previews and reviews. I think we had done some of the reviews last year, but this year we did a IACA [00:08:00] preview. We did a IALEA preview and I thought those were interesting is getting people prepared for the particular conferences and getting maybe some ideas generated.

If folks are looking to go to a conference or they're building their own conference stuff that they could cherry pick from. How the agenda is put together and what's what's on it because there's always that mix of education and fun with each 1 of these conferences and it was fun to go through this and talk with the planning folks as they lay out.

The agenda for the week and what people can expect as they attend the conference. Are you

Mindy: there? I am. I'm sorry. I don't want to just like say stuff just to say stuff, just like make noise. But like, I understand that it's like it's a podcast interact, but I'm like, that's a good point. So that's why I turned my camera on just so you can like see my reaction.

I'm like, I'm here. I'm listening.

Jason: Oh, I, [00:09:00] I have the screen up. So I didn't, I didn't necessarily, I didn't, I, I'm not looking at the camera.

Mindy: Yeah, no, it just occurred to me, like when you're on, like, it's probably a different topic, but personally when I'm on a call, like I don't want to like have my camera on, cause I'm usually like in my PJs or doing something else, but then at the same time, when you're talking and you're like the instructor, it's like, you're talking.

into the void. And you're like, do people listen? Do they understand? Do they, you know? So I'm kind of divided on that. Like, should I have my camera on or should I not? Like, especially now that a lot of jobs are hybrid or remote and you're having all these virtual meetings, it's like, should I have my camera on or off?

Like, can they see my reaction? Cause most of the time I don't have anything to say. Like, obviously I'm, I talk a lot because of like podcast teaching and stuff like that. But most of the time I don't have anything to say, but like my face is reacting.

But yeah, no, I don't know if you want to cut this in, but I was just nodding along and agreeing with you. Like, yeah, we've done a lot of coverage for. These [00:10:00] respective events and hopefully that does help people kind of like get an idea of what to expect, what to get themselves into. So I think it's good.

I've heard some people had some really good feedback of like, Oh, thank you so much. Like, it's great that we're getting more information in like a different way because I understand like these associations, I'm sure they have it in like their newsletter.

They have it updated on their website, social media, like all in written form. But sometimes people like to hear it like an audio form. So I think it's a nice thing that we do and hopefully we can keep doing it.

Jason: Yeah, I think that is, is it too. Sometimes it's just easier to listen to a 10 minute audio while you're doing other work than to read and study an actual website.

So it's just again, how do you want to consume your news? , but yeah, we'll continue to do that into 2024 and, we did get some really good feedback on it. And also knew was a [00:11:00] question I consistently asked, return on

investment question, which is what can analyst study now that will be important 5 years from now.

And so , that was something that really stuck out to you too, many, right?

Mindy: Yeah, it was. And I'm probably biased just because, sorry, shameless plug, probably biased because I was creating my career preparation course for the IECA this year. So I was really tuned in for those like responses, just trying to hear what other analysts are recommending students and aspiring analysts these days.

So then I can incorporate it into my course to try to prepare students. But one thing that stood out to her, there's a few things that stood out to me. There was some constants, like people would say things like GIS. Or like you were saying, like open source intelligence. And one thing that I, I thought was interesting was coding, like programming skills.

So like knowing R knowing like SQL, I, [00:12:00] yeah, I, that's been a thing for years, but like R was new to me. And then what is it like Python and like. The equivalent to R is like Stata. I think that's like things that people study. So I just thought it was interesting because when you go into, at least for me, when I went through school, which was like over a decade ago, is criminal justice, it's more of, for lack of better terms, I can't think of it.

Like it's like more qualitative, I guess. Like I didn't. Need to take any programming courses. I didn't need to take that many statistics courses. So as a criminal justice major, I feel like I'd be underprepared nowadays because it's becoming so technical like I like should I have should I have had the foresight to be a double major of like both criminal justice and a computer science major so it's like that's a lot.

Those are Like being a computer scientist, being a programmer, I feel like your brain is just it's it's a different approach to things. So I just thought it was interesting because [00:13:00] I don't know. I feel like we're just it's a big ask for someone to be both a criminal justice major and a computer scientist but I guess that's the expectation nowadays.

I don't know how often because Like I said, I'm, I'm, I'm limited in my, I haven't worked at every agency there is, right? But I'm just trying to think like, when you get hired as a crime analyst, is the expectation all these programming skills? Is that the new

Jason: expectation? No, I don't think so. Now, and I was laughing there because you talked about it's been 10 years since you've been in college or whatnot.

Well, I'm, I'm on 25. So, I mean, old man elders getting up there. , but , there is obviously something to be said with technical skills, but I think you do just want to show that you can learn software, pick it up and be innovative and do problem solving. Because regardless of what agency you work for, you're eventually going [00:14:00] to come across new software that you're going to implement, whether that's a new records management system, whether that's a specific analyst tool, a CAD system, GIS, Bye.

Bye. Link charting. There's you're going to have to learn a new program and I do recommend SQL and learning coding just because you can fine tune your search and you can dig into the data a little bit better and really start getting the results and answering the questions that you're looking for in the data.

So I think what goes hand in hand with that too is AI, which I said a couple of times on the show that with conferences next year, I think there's going to be an AI session at every conference next year. It's just, we're going to be one of those things that when you see, when you study these conferences agenda, you get certain things become staples, right?

You're going to do a law [00:15:00] enforcement analysis training. Now you're going to see Excel. You're going to see GIS. You're going to see open source. Social media maybe something on the dark web, and maybe Bitcoin, something like that, definitely like , cyber security, you're going to see those over and over and over again at these conferences, and I think AI is going to be one of those big staples that we're going to see starting next year and throughout.

Mindy: Do you think that today's crime analysts or like expiring analysts, they need to. Start being I don't know what the I don't know anything about the industry AI scientists or AI analysts like or do you think agencies will have a dedicated profession for it because like I mentioned earlier, if you're a criminal justice major and your computer science major, I feel like those are separate motivations.

Like if you're going to go as a computer science major, you maybe you want to work in like big tech or something like like, I don't know what the [00:16:00] percentage is, but I feel like there's a That Venn diagram of like criminal justice majors and like computer science major that want to be a crime analyst like I don't know how big that Venn diagram like that middle section is so I wonder if

agencies will start having like dedicated because for example we have At fusion centers.

Typically you have your Intel analyst, but you also have like a cyber security analyst just because their focuses are different. I'm curious to see if like you were saying a few years from now decades. Who knows if we'll have like dedicated analyst that utilizes AI. So be curious to see. One thing that I would caution people who are getting into AI because I understand AI can learn much faster than like the human brain and do all these things, but I think people should still be careful on, like, just relying too much on AI, especially there's always that fear, like, it's going to replace me kind of thing, but there's going to still need to be a human.

Aspect to it. And I [00:17:00] hope that whoever's listening, whoever, whatever, like take into account because just like, children, right. Or like people, our staff, like anybody, they are a product of like their environment and like what is taught to them. So a story I have, I think this was back in like 2021 of like the NFL and.

tHe NFL had an algorithm to approve or unapproved concussion claims from their athletes. And it came out that like, Black athletes were being less approved by the algorithm because it was coded in the AI and the algorithm that , black people had like less cognitive functions , which was why black athletes were Getting approved less and less than they're like their white counterparts.

And the lesson there is like, don't blindly trust the system because you don't know who made it. You don't know what went into it. You don't know if it's like coded with like bias and like racism, sexism, all that stuff. Right. So that's kind of my fear of [00:18:00] like using AI of like, okay, well, how are they. For example, sorry, I'm like, my brain is all over the place, as usual.

For example, agencies, leadership, they like top lists, right? Like, where are the top locations? Where are the top crimes? Who are the top people? That's where it's concerned. It's like, how are they How is the code? How's the algorithm? How is the AI designating that this person is like the top person? Like I understand obviously like the, their criminal history, their recency and stuff, but like how does demographics play into it?

How does race and all this other stuff play into it? And as an analyst, if you don't understand how AI works or how the system works, and you're just blindly trusting it, it's like, oh, what problems could occur? So I'm curious to see. Where these advances like how they play out. I'm curious to see, like you

were saying what trainings were going to be given, whether it's like this is how you use it.

This is how you or if it's just like, oh, here's a story where I solved a crime, which is great. But I also want to know, [00:19:00] like all the back end stuff. So I'm curious to see what what trainings will be getting moving forward and how it can be incorporated on the job. Well,

Jason: I think Thank you. You're going to see it implemented to existing programs, right?

You're going to see AI functionality in some records management systems or analysis software. That's where you're going to see it, and it goes in. To the idea with any of those software programs that you really have to understand what the math is behind the results we have talked on the show about sometimes analysts just push the buttons and they truly don't understand what the results are.

So to your point, I think there's always going to be a need for analyst. We've been tinkering with the idea that computers are going to replace Alice for decades and it will probably continue.

But it's not going to be anytime soon. I don't believe, [00:20:00] but I do think that you're going to see more AI. I think there's definitely going to be something talked about at conferences. You can do AI on your own, but it's also going to be mixed in with some existing software that you may have at your police departments.

Amanda: Hi there, I'm Amanda Bruner, President of the Carolinas Crime Analysis Association, and I'm thrilled to invite you to our upcoming training conference in the historically rich city of Charleston, South Carolina. Join us from February 27th through March 1st for an immersive experience aimed at honing the skills of crime and intelligence analysts in both the public and private sectors.

Mindy: With over 125 attendees expected, it's a prime opportunity to learn and network with other professionals. We are proud to announce that Dr. Rachel Santos, author of Crime Analysis with Crime Mapping, will be our keynote speaker. Plus, don't miss masterclasses [00:21:00] hosted by renowned experts like Dr. Eric Pisa.

Charlie Giberti and NW3C. But that's not all. We have a student poster session, proctored IACA exams, and more. And guess what? Your registration includes

two full conference days plus the master classes. And it's not just about learning. It's about creating lasting memories. So enjoy lunch on us. Indulge in our ice cream social and join in our networking events, including ghost tours.

Registration is a steal at 225 for members and 275 for non members. Don't miss out on this incredible opportunity. Join us for a conference that combines professional development with a touch of Southern charm. I look forward to seeing y'all in Charleston. Register today @carolinascrimeanalysis.org.

That's carolinas crime analysis.org.

Jason: So some other things that we accomplished with the podcast This year, we finished up the Osborne tapes. With Kathleen [00:22:00] Allen, Kathleen did a really good job with that, and it was nice to have that final episode with Kathleen and Debbie to just put a nice bow on , that series. And we also finished up.

Small Steps with Seth Potts, which is a YouTube channel dedicated to quick how to's in Excel. So both of those finished up this year and I was really proud , of both of them. Those products and how they turned out.

Mindy: I am too. I'm glad we're moving beyond just being our main show. I mean, our main show is our stable, but it's nice to branch out and try to help people and promote the profession in various ways.

So I think people enjoy it. I've only heard good things. So I really like those two projects that we've taken on.

Jason: Yeah, yeah, and Paige, she's a chin high in her PhD, so that's why she's been MIA [00:23:00] for most of this year, but I'm hoping that once things settle down with her that she'll be back in 2024 with the New Horizons podcast

1 of the things else things we did, we had elected coverage with the, so we had VP of administration and it was nice being able to interview all 3 candidates. And then it was when it ended up having to have a second election to break the tie or what have you, it was nice to jump on with Sean Ramaran, who's the ethics chair, and explain the process and what everybody , needed to do and to finish up the election and get Annie Mitchell who eventually won.

The, the seat as VP of administration. Yeah.

Mindy: I thought it was a good election cycle. I mean, we made a lot of changes. [00:24:00] Hopefully it reached more people. It kind of was a little bump, I guess, to have to do the voting a second time, but I think we got through it pretty, pretty well as we can. And it's nice having an election because I think previous years, a lot of a lot of times The incumbents win by acclimation just because there's not a lot of people running.

So it's always nice when there's an election, just like , just a little competition, I guess for, for lack of better, worse, make it a bit more interesting. But I, I like our board. I like all our candidates, so I, I thought it was

Jason: a good run. And in the end, , it worked out and , I was proud of the podcast for what it was able to contribute to the election process.

So that really finishes up , our year and between hitting our three year mark and last week we published episode. 190. So we are creeping up on 200 then we'll hit our four year mark as [00:25:00] well in 2024.

So it was a good year and I'm really excited about what 2024 is going to bring with a whole new batch of analysts to give us their story and their contributions to you. The analyst profession.

Mindy: I'm curious to see what will be like the theme for this year. Like I've said before, it was like last year we kind of had like this mental health thing, whether or not it was intentional or not.

And then this year we kind of had a lot of people talking about continuing education and transitioning career. So I'm curious to see what kind of stories we get, whether it's more about tech advancements, AI, as you mentioned earlier, I was wondering if we'll have any episodes where guests talk about those kind of technological advancements, I guess, in the industry, for lack of better words.

So excited

Jason: to see. Yeah, one of the other things that we didn't mention earlier in terms of the categories was the real time [00:26:00] crime center aspect. And we had a couple analysts on, on the show that work or had worked in real time crime centers. And I think that's becoming pretty popular based on what Nikki North was describing it in their first conference with the new association for real time crime center and holding their first conference there in New Orleans and have it all just A lot of people for a first time conference.

And so that that's something that I could see us talking more and more about in

Mindy: 2024 it's nice that there's so many, like, I don't know how to, I don't, I don't want to say subgroup, but like specialized groups out there because before, obviously we have, and all of the investigative groups, whether it's auto theft, human trafficking, drugs, What have you, but nowadays it's having more professional associations that are focused on a certain specialization.

So there's the prosecution [00:27:00] analysts group, and now there's a RTCC. And I'm curious of what other groups are out there for these. I don't want to say niche topics, but like these. Specific focuses and specializations like it's not just your general crime analyst anymore. Like we all have specific things that we focus on or specific titles or what have you.

So curious to see what other associations are out there that are available for people to join. Build communities

Jason: and network. Yeah, and another topic that I think we're going to just continue to talk about , is education for the analysts. there continues to be a debate in terms of level of education and then types of training, recommended training.

And I think that's going to continue as well. And I thought that that was a good point in time for you to tell your story about what you had experienced with level [00:28:00] of education in your new position.

Mindy: Yeah. And it's not so much just specifically my, my new position, but just things I've seen over, over time.

Plus, I'm still in the job. So no, I'm just kidding.

You're going to get me fired, Jason. No, a little while ago I posted a, just, just for some context and some background. So a little while ago I posted a LinkedIn survey and the question was. It was worded a specific way. I forgot what kind of mindset I was in, but I posed a question. Do you need a master's degree for an analyst job?

Like I know need is a strong word as opposed to like want and like what have you. And I got 324 responses and 82 percent of them said no, you don't need a master's degree, which I agree, I think. There's a lot of great analysts. I don't have time or finances or whatever you for a graduate degree, and they're

[00:29:00] still a very fine analyst or subject matter experts are doing presentations training, all that good stuff.

But for someone who is starting off. When you don't have experience yet, when you have your BA, is that enough? Because when you're looking at these job postings, like most of them say required BA, or sometimes they don't just, and then for a graduate degree, it's mostly like preferences, right? Very rare do I, do I see where it's actually required.

Yet, for lack of better words, behind the scenes, like I've talked to students, I've had some experiences myself too, where I've been informed that like, yeah. We only needed a bachelors, but if it's like super competitive, only those are graduate degrees were considered, and I'm just trying to think in my head, like, obviously, I don't know the full story.

I'm not the one who narrowed it down, but I'm like, okay, but did you also narrow it down based on experience? Because just because someone has a graduate degree doesn't mean that they know what they're talking about like, at the end of the day, it could just be [00:30:00] a piece of paper, like whether or not they paid attention or not, like, we don't know all those details, right?

So it's like, wait, so you only are asking for a BA, but you basically didn't consider anybody short of an MA or MS. So it's like, I just, it's such a weird thing, especially again, shameless plug for my course, for my career preparation course. It's just, how do I prepare students nowadays to be competitive in this market when there's so much, I don't know if like division is the right word, but it's.

like contradicting advices, I guess.

Cause you can study all these things, but if your agency doesn't have it, then it's like, do you lose it? Do you lose that skill because you're not able to utilize it every day? Or are students also being taught of like, okay, this is how you implement it at an agency that's never had it before. Like an agency is never Had anybody come in and use like Python or R, SQL, whatever to, to query and do all these things with the data.

Like, does [00:31:00] this, is a student prepared to take on that trailblazing role kind of thing? So it's, it's a lot, I don't know, like education, like I, I encourage it. I'm a big supporter, big promoter of like personal development, professional development. But I just think like nowadays, like we're expecting so much of.

Incoming and aspiring analyst that it's hard to tell and be like, okay, yeah, before you even get the job, like spend all your time and money getting this certification, getting this training, getting this, this and this. And I just, I'm at a standstill where I'm like, I don't know if that's like the right approach.

Jason: The answer is no, you don't. Need a master's degree. That's the answer. But that doesn't mean that a master's degree doesn't have value, right? As you mentioned, employers hiring managers see that and put value on that.

But that doesn't mean it's required. There's going to be positions out there that are not as competitive that are may not [00:32:00] have every candidate having a Master's degree. And so I think it's, there's no straightforward answer to the question, right? A return on investment. It's, it's not straightforward.

There's no special recipe that I can tell. Any person that you do a B and C, and then you're going to get this job. There's so many avenues to get to become an analyst that there's just not anything to say that you should be doing this. You shouldn't be doing this. One of the things I thought about with your class, , is my, my son's a freshman in high school and, We are showing him college applications just so he can understand, , in three years, you're gonna have to start filling these out and things that you may have deficiencies and you have three years , to fix them so I think that would be something, [00:33:00] especially for college students looking to get in the field. Just really start looking at these applications and what they're asking for and see where your deficiencies are and where you can become well rounded and become value. I mean, that's what at the end of the day, you got to convince them that you're the most valuable candidate in the pool.

And there's hundreds of ways to do that. So if it was easy, and if it was straightforward, and there was a recipe, everybody would be following it. That's but that's why you have this, yes. That's why you have maybe competing theories or contradictory theories is because there's no, one answer.

Mindy: Yeah, I think one of the most interesting debates is like, what are you supposed to learn in school? And then what are you supposed to learn on the job? And I, I've heard both sides of like. Those who are in academia, they think this way.

Those who are practitioners, but they also [00:34:00] teach in academia. They think one way. And then there's practitioners that never taught in the there there's different categories I guess, that people can fall into. And I, I don't know,

wherever this debate lands, I feel like these students and aspiring analysts are like.

Sometimes like they're going to lose out in some scenarios because I've heard it's like, well, they should have learned this in school while others are saying, Nope, they should learn on the job. Or it's like, no, they need to learn it on their self. They need some like self initiating, like alpha personality.

That's what we're looking for anyways. Right. And it's like, to some extent, I agree. Like, I agree that people should be like you were mentioning earlier, promoting yourself and finding trainings for yourself, taking that initiative, but I guess I'm I'm inserting myself too much into this conversation and this debate because I'm always thinking about, okay, what about like the more reserved kids?

I say kids, but reserved young adults students who are entering this profession and like, they went to [00:35:00] school so they can learn yet. Sometimes they're just kind of being thrown out into the wolves and expected to fend for themselves, which I get it to some extent. That's just how it's built, right?

Because we want the fittest. We want the strongest. We want the survival. Sure. But it's like, we're also kind of limiting our pool. I'm sure there's a lot of people who could have been great analysts have all that, but they're not Given the proper support to really thrive. And it's just like, okay, not all of us are just naturally prepared for this job.

Like, this is why we go to school. This is why we're looking for mentors. That's why we're looking for teachers yet. It's, I don't know. I like, it's a bigger debate. It's a bigger discussion. I don't want to like hijack, our episode for today, but

Jason: what you're really getting at is the difference between education and training, the universities and colleges are there to give folks an education. They're not there to teach you how to do a job, and the same When you talk about training, that is actually teaching you skill [00:36:00] sets to do a certain task.

So while I would like to see more of , an association between universities and police departments the universities are doing their own thing, right? Like, they do want to work and they do want their students to go on to get hired, but , they're building education standards.

They're building a certain level of knowledge. And , that's what they're selling, ? Whereas you get to some of this training for the crime analysis or the skills and crime analysis that's specific to that job. You might hear , the terms education and training, but, and they, there might be some overlap there, but there's also vast differences between those 2 concepts.

That's a really

Mindy: good way of putting it. I actually Didn't consider that. That is true. I guess that leads into the question, the follow up question is that , should as an aspiring analyst not pursue a [00:37:00] degree starting off, but just pursue like a certificate, like a vocational program to understand how to do the job.

And once they're studying the job, go back get there. Like I said, I'm big promoter of like, Continuing education. I, I, I teach courses and all that stuff. So like I'm a big supporter of like bettering yourself and so forth. But I'm just trying to think of like the climate or like the market these days for education for work and stuff.

And probably notice like cost of education has gone up so much that it's almost for lack of better words, gatekeeping of who can get their degree, who can get into this field. And Like you, I know people who started out whether in dispatch or records and stuff and just work their way up towards an analyst position like analysts who've been working in the decades in the field for decades are teaching are passing on the knowledge and stuff and who never got their degree.

So it's not to say that you need it to like be successful on the job. But like I said, with for students. Nowadays, who are trying to enter such a [00:38:00] competitive, I don't know if it's saturated or not, but such a competitive market, like, is it something that they need, like, collecting all these degrees and certificates and all this stuff before they even get on the job so it's like, what is the advice some people say yes, some people say no.

So it's like, where As a student, like, okay, well, which is it kind of stuck in the middle of this

Jason: debate. Yeah, well, I think I mentioned I did something that I would not recommend people do. And even my advisors didn't recommend me to do it at the time. I went to school until I found a job now.

I was able to still do that and keep my student loans at bay, right? I, I went to undergrad, didn't find a job, went to get a computer certificate and couldn't find

a job, then went to a master's degree and interned and then found a job. So I had, I have three different degrees. And when I left each one of them, I was only a couple of thousand dollars in, in debt.

And I was able to pay it off as I as I went through. [00:39:00] So to do that today is, is really difficult to do . So I wouldn't recommend that. I don't think you should be going through and collecting certificates before you get the position.

I if you're in undergrad and you want to be an analyst, you get the degree and then , you do your, best to rubbing elbows. With people in police departments, whether that's volunteering, whether that's interning whether that's just being, being president, like public events trying to get to know people and, to be a student , of crime, really, I mean, one of the things I've told us talked about on the podcast is as, as I've been doing this podcast, I realized that, you know what?

When I was an analyst, I wasn't necessarily a good student of crime, I liked building databases. I like dealing with data, but I wasn't necessarily that really good student in crime that would [00:40:00] just would be tenacious and just learn everything I could about one particular case that I was working on.

, but you, hear people on the show, talk about that. They just got, obsessed with knowing as much as they could, and it wasn't just about data. It was talking with people. It was. It was going on right along, so it was talking with experts in certain matters. So . Again, it's not just one thing, so it's not just like, oh, go learn sequel or go get a master's degree.

, it's a whole gamut of stuff that will allow you the, the more that you're doing all the things that I described there, I think, increase your chances of being hired on as an analyst.

Mindy: So. I'm curious. I wanted to do kind of like, for lack of [00:41:00] better words, a thought exercise with you, .

, I was curious about your thoughts because all of this, we've been talking to the student, we've been talking to the aspiring analysts, but what about the hiring managers? And so what about the agencies? Because I feel like they play a role in this dynamic as well.

So I was saying how, like, we're so, for lack of better words, demanding of like students and inspiring analysts these days. Oh, you have to have your degree.

You should have the certificate. You should know ArcGIS or mapping. You should know coding. You should know SQL. You should know public speaking. You should, you should know how to.

Do presentations and data like you should know this, this, that, like just a laundry list of things. Right. And to some extent, I understand that like a job bulletin is kind of like their wish list. So even if you have only half of it still apply, you never know what happened kind of thing. Right. But we're saying that in hindsight, after a decade, two decades, whatever.

years of experience of like doing this over and over. We learned that. [00:42:00] But I'm just trying to think of like a person who a student who just graduated or somebody who's just aspiring to be an analyst and looking at all these job bulletins and like getting discouraged of like, well, I don't meet, I only meet half of this.

Should I even apply? So do you think job bulletins , they're just asking too much and being unreasonable and setting up like this standard that is like unrealistic?

Jason: . I think just like anything else, there are good examples and there are bad examples, there are job bulletins out there that are well written, are very specific in what they want, and they will produce the right candidates. For the job, I think there's other ones that aren't written as well and people can read them.

I'm like, you're asking all this stuff and you prefer a master's degree and you want to pay this person 35, 000 a year. [00:43:00] That's what you want to do. And so, to answer your question. It's not just like, oh, it's expectations to either.

There's just some really bad ones written, I feel, that seem to be wanting everything in the kitchen sink, and it's just not something that they're probably not going to do. To get what I think would be interesting is interviewing people that have just gone through the hiring process, especially if they went through and hired, like, 10 analysts, like, why did you pick the 10 analysts that you did?

What were the skill sets that you valued? What stood out on these resumes? What did you maybe not hold as valuable? And talk to them and then ask these the same kind of questions based on what you were anticipating when you first put out the job announcement to the actual hiring, what changed, if anything, right?

Did you think you [00:44:00] were going to get this analyst a and you ended up with analyst? See, right. And so there's, I think there is a research project in there, interviewing, hiring managers in law enforcement analysis.

Mindy: You bring up a good point about.

the pay disparity. I, I'm not sure if that's like the right word, but yeah, I've seen postings like that where they ask like a full list of things and offer like below average. Just, I don't know why, I don't know what the thought process, I don't know. Are they just thinking they're just getting someone entry level temporary stepping stone person?

It's like, well, you're kind of setting yourself up for that because of how low you pay. But I've seen it on the back end and I've personally experienced it myself where I think I told you, Oh my gosh, a few years ago, a couple of years ago, I think I said this on one of our episodes too, where I was like, I think I did everything by the book like of course doing it and talking about it in hindsight is different than actually during the [00:45:00] moment.

But I was like, I think I did everything I could to like, make a good argument for like. Pay negotiation, and it just didn't go through because I was told like, oh, sorry, we can't, it's just against policy, or everybody starts at the bottom, doesn't matter wherever your degree or your education or experience lies.

So I was like, oh, that's an interesting thing that I just didn't know it was a thing. I don't know if that's like common knowledge for people to know, or maybe it was just me and my agencies, but I've seen it happen to other people as well. When I'm on the other side of the table, I was like, oh, okay.

We only asked for a Bachelors and this person has a master. So we're, we pay them more. Right. And they're like, Nope, they all start at the same. And it's like, okay, then what is the purpose of having more than the minimum then? Like what is the benefit to it? If it's not like, I I get it. It's like do it for the passion, do it for the, but it's like, okay.

But I also invested all my time and money into this and it'd be nice to be. properly compensated for it, right? Like I have more than I have doubled the experience you're asking for. I have doubled [00:46:00] the degrees you're asking for. So why am I still at the bottom of the barrel? So I think that's an interesting dynamic or culture, power difference, whatever you want to call it.

And I don't know if that's agency dependent, if it's not the same across the board, but that was something interesting. I learned as an applicant of like, Oh, I can have the strongest. resume, application, portfolio, whatever. But when it comes down to like the pay, it could maybe not matter. So I don't know if that's another argument for people not getting their graduate degree right away when they're first applying around for jobs.

But that's something I've seen.

Jason: Let's move on to a different topic. I do want to talk next about one of the things that we try to do on the show is promote the profession , some folks are better at self promotion and getting out there and talking and, marketing themselves better than others.

And then there's marketing the person and then there's marketing the profession. [00:47:00] And I, I feel that we've done a, obviously, we've done a. Good job of having good candidates on the show and doing our best to promote not only the profession, but the association and just anybody that wants to be involved in law enforcement analysis.

But I also think because. It's law enforcement and sometimes you get into the intelligence side and you get into maybe some situations or roles in which maybe , it's better that you keep a lower profile. Not, not everybody's willing to come on the show , and, Talk about who they are and some of it is a little bit of maybe some introvertedness and maybe some shyness, but

our goal is, is still a valid one, and I still think there's a lot [00:48:00] that we , as analysts can do to promote the profession. And I think there's benefits from Promoting the profession, having people get an understanding of what an analyst does and the achievements and their contribution to the police department goals.

So I got to the point earlier this year where. I was actually just starting to run out of guests. I do my best to meet people at conferences and do my best to meet people online and through social media. But it just got to the point where I was just kind of grinding through just finding people and and getting them on.

. I thought there had to be a better way. And so one of the things I did is post on LinkedIn, like, Hey, if, if you're interested, would you come instead of waiting for me to come talk to you and ask you reach out to me and, and we'll get you on the show or at least maybe recommend somebody else , to be on the show.

The responses were [00:49:00] great. I did get a lot of people reaching out, recommending, or even suggesting saying, hey, yeah, I'll be on the show. Or did you, have you interviewed this person? And a lot of people Shared that post and it's actually of, , all my postings in LinkedIn.

It's actually one of the ones that with the highest impressions in LinkedIn. So I do want to thank everybody who participated in that and really excited to just go through all of those. List of people now in

Mindy: 2024. Yeah. No, thank you everybody again for participating and especially those who have agreed to come on our show.

And especially as Jason mentioned earlier, like we're approaching our 200 episodes soon in 2024. So looking forward to whoever gets that honor.

Would we reach two 50 this year?

[00:50:00] If no, okay. I was going to say how many special episodes and all that stuff are we going to do? So I was like, probably not, not going to reach, well, we'll reach two 50 soon after the new year of 2025. So that's another one. I look, look forward to, Oh,

Jason: so that's a good distinction there. So. When we're talking 200, that's 200 with Analyst Talk podcast.

In terms of all the podcasts we've ever published on the channel, , it's well over 200 because the special ones that I've talked about in terms of either , the conference. Preview and review the election coverage the the training one that

I just did with Kyle and even Sean Bear's guide to hiring a law enforcement analyst that all of those don't. Fit into , the [00:51:00] 200 . So all of those are outside the analyst talk podcast, but but speaking, I, that's, we talked about education and training and we didn't plug that Sean Barris guide.

That is something that it's going to be 3 years old, but I still think it has a lot of value. There's a lot of good advice in there. So We'll leave a link to , that series in the show notes.

All right, Mandy. Hey, well. When you and I get together, we can talk and talk and talk. So great conversation, really appreciate your perspective.

And of course, everything that you do for not only our podcast, but everything that you do with the ICA and, and what you do for the profession in terms of. Teaching so thank you so much. I like to give my guests the last word. So what? What do you have as a last word for this episode in this calendar year of 2023?

Mindy: Thanks, [00:52:00] Jason. Yeah, I initially I wanted to do something more basic and generic and. Cause I'm just a boring person, but just our conversation today kind of brings me back to my episode. I'm not trying to do a shameless plug, but I'm just trying to think of like my words to the world then, which was episode 29, we're approaching 200.

And I remember saying for the listeners to give themselves grace. And like, give them some time to learn things like everybody that you hear on the podcast, like it took them years to get to where they are today. It take, it's taken me years. Like the person who I was over 10 years ago when I first started is not the same person I am.

Thank goodness. Right. Like I, we all want to grow and be better. Right. So just when you Are not picking up our sequel when you're not picking up our GIS. Just know that you're starting off. You're learning. It's a these are big topics like [00:53:00] give yourself time to learn and give yourself grace, especially after any rejections or any feelings of imposter syndrome or failure like it will be okay.

Like you'll get to your goal. So that was going to be my bias Final words and of course, Merry Christmas again. Happy New Year. Thank you guys. Happy holidays. All that good stuff And thank you again for supporting us for all all these years I like I said, I know it's like typical for me to say like, oh another year kind of thing So I don't want to do that again.

But yeah, i'm so excited to enter in a fourth fifth However many years this goes on and so happy that it's positively hopefully impacted so many people You Views on the profession. So yeah, thank you guys

Jason: for all your support. Yeah, we have definitely given them just enough to talk bad about us later Correct me, but so Merry Christmas.

Happy New Year be safe out there. And here's to a great 2024 the

Mindy: end of [00:54:00] 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.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.

com. Till next time analysts, keep talking.

Okay, well, another year, another episode done, so, I don't know, what do you want to do after this, Jason?

Jason: Oh, no, I do wish that somebody would figure out this Easter egg, though, the thing that we're contesting.

Mindy: Are you still talking about that Easter egg thing? Like, it's been so long. Like, at this point, I don't even know if people know what, like, an Easter egg is.

Jason: Well, say that's what was surprising to me too, because I just assumed that everybody knew what the Easter egg concept was, but some people did [00:55:00] ask me about it. And so I always point to like the Pixar movies, , and most are, if not all the Pixar movies, you will see a reference to a one, one, three.

And what that serves is that's the classroom number for many Pixar employees who studied at California Institute of the Arts. So all through the movies, you'll just see they're like license plates or rooms or signs with A113 and that's the Easter egg.

so in the book in the chapter for excel. There's obviously something that I put in there that means something else that I just can't. I mean, without telling people what it is, I it's driving me a little bit nuts. As I said, like, , If you didn't fully understand what it means, it's one thing, but you should at least [00:56:00] be able to identify that it's an Easter egg.

Maybe you don't understand fully what it means. And part of me thinks like, yeah, it's really, really hard. But at the same time, we're analysts. We're supposed to be problem solvers. We're supposed to solve this puzzle type of thing. And so I think you should be able to figure it out.

So I don't know, but Hey, but the the next book is coming up. So I really want to try to get this taken care of before we have a whole other book. And then the third version of this book is no longer the book that everybody is reading.

Mindy: I just think it's interesting, like, I mean, you told me the answer and I just, like, stared at it and I'm like, I don't know if I would even I have been able

to guess that but I was like, I would at least ask the question because like some certain things do look weird. So like, and we talked about this before where it's like, what kind of hints Can [00:57:00] you give that isn't like too easy and like too obvious but at the same time like Just to help nudge because this has been going on.

It's almost like a running joke now that it's been going on so long. I kind of don't want it to get solved and just see how long we can go on

Jason: so

so, I mean, yeah, we'll, we'll see. I mean, I, I'm not sure with it. As I mentioned, I just really hope that, this gets solved, but anyway.