

JESSICA L. HERBERT

DATA, RESEARCH AND COMMUNITIES

Passionate and detailed oriented executive with more than 19 years of experience in project development and management, data governance, operational research and training development. Ms. Herbert leverages multiple communication and learning techniques to engage leadership, develop strategic plans for complex community projects and reach solutions. Documented success in gathering and researching various issues to develop well-thought-out recommendations and implementing them within delegated authority. Excellent communicator who excels in results-driven environments, providing leadership and mentorship in a professional manner. Keen sense of observation and memory, uses good judgment and sound reasoning and has good interpersonal skills such as patience and courtesy. Recipient of multiple awards and commendations for successful law enforcement investigations and private industry projects.

PROFESSIONAL HIGHLIGHTS

- Serves as primary advisor and analyst to criminal justice executives and government officials nationwide on criminal justice issues, identifying areas to increase organizational capacity on behalf of the Department of Justice Office of Justice Programs Diagnostic Center and Bureau of Justice Assistance National Public Safety Partnership programs
- Manages multiple projects and guides virtual and in-person analytical teams on complex client issues within local government, public safety, and cyber security resulting in the organizational improvements and minimization of security issues
- Leverages competencies in quantitative and qualitative software systems to support data development and statistical analysis to provide data-driven evidence for policy makers
- Develops strategic plans for local and state government agencies, outlining a roadmap of objectives, goals and measurable progress points to achieve desired change and outcomes
- Designs research projects involving complex data sets within education, economic, public health and criminal justice field to support public and private businesses deploying evidence-based programming
- Advises executive leaders and policy makers on evidence-based models to develop solutions and improve operational practices, use of resources and professional development objectives
- Leverages adult learning techniques and technology to develop customize training modules for professional and academic education within fields of crime analysis, homeland security and criminology.
- Enhances organizational capacity for analytical processes and information technology architecture through integration of personnel skills and technology solutions for sustainability
- Conducts market research and competitive analysis to support proposal and grant project development, resulting in award for research, training and technical assistance within public safety, cybersecurity and urban planning

PROFESSIONAL EXPERIENCE

Founder

IDEA Analytics, LLC

2014–Present

Provides consulting services and training development for public safety agencies and federal organizations using a four-phased approach to customize client needs and support the implementation of organizational changes.

- Identifies funding and works regularly with internal and external business partners on the implementation of crime-prevention plans, problem solving strategies and development of measurements for violence reduction projects
- Uses multiple collection techniques to conduct analytical assessments for criminal justice issues and develop recommendations for training and organizational change
- Develops in-person and online training modules for nationwide audiences on critical criminal justice topics such as homeland security, financial intelligence, intelligence analysis, analytical writing, critical thinking and investigative techniques
- Contributes to criminal justice field and professionals through publications and presentations at national and international conferences

PROFESSIONAL EXPERIENCE (CONT.)

Research Scientist

CNA Corporation, Arlington, VA

Department of Justice Bureau of Justice Assistance

National Public Safety Partnership initiative

2015- present

Advises police executives and federal law enforcement leaders on contributing factors to violent crime and develops a strategic plan with crime reduction strategies to support community-driven projects.

- Coordinates training and provides subject expertise for police agencies to develop law enforcement analyst position, integrate analytical technologies and implement data-driven policing techniques resulting in improved operational practices and crime reduction strategies
- Identifies national programs that support community-based crime reduction strategies using crime theory and scientific evidence to support the identification of security issues and develop responses
- Conducts multi-year temporal and spatial analysis of calls for service and reported crime data to assist police leaders in evaluating their crime patterns and inform response strategies

Senior diagnostic specialist and project manager

Booz Allen Hamilton, Mclean, VA

Department of Justice Office of Justice Programs

Diagnostic Center & National Public Safety Partnership initiative

2014-present

Leads over 18 projects and provides support to an additional twenty cities in areas of research and data expertise to support crime reduction and increase data-driven solutions to shift criminal justice responses.

- Applies several analytical methodologies to establish repeatable procedures for a team of Diagnostic Specialists and Department of Justice leaders, leading to the development of quantitative tools that are applied to criminal justice issues for diagnosis and capacity identification
- Provides subject matter guidance and recommendations to team members to enhance internal team education and knowledge on criminal justice issues, while also driving project milestones and meeting client objectives.
- Presents engagement findings and highlights evidence-based methods at national conferences to support data-driven objectives and the infusion of research with practitioner-based objectives

PROFESSIONAL CHRONOLOGY

- Adjunct professor, George Mason University Department of Criminology, Law and Society, Fairfax, VA 2012-2015
- Project manager and senior cyber analyst, Booz Allen Hamilton, Mclean, VA 2012–2014
- Business analyst and critical infrastructure researcher, Booz Allen Hamilton, Mclean, VA 2011–2012
- Data management analyst, Sayres and Associates, Washington D.C., 2011
- Task force officer, Bureau of Alcohol, Tobacco, Firearms and Explosives, Falls Church, VA 2007–2011
- Detective, Fairfax County Sheriff's Office, Fairfax, VA 2002–2011
- Researcher, George Mason University & Fairfax County Sheriff's Office, Fairfax, VA 2000–2002

EDUCATION

- **Doctorate in Philosophy**, Criminology & Criminal Justice, Arizona State University, 2019 (exp.)
Dissertation: The Roles of School Resource Officers: An examination of interactions and youth risk factors
- **Master of Arts**, Global Security Studies, Johns Hopkins University, 2012
Thesis: United States Intelligence Operations
- **Bachelor of Science**, Administration of Justice, George Mason University, 2005
- **Advanced Certificate**, Forensic Science, Northern Virginia Community College, 20 05
- **Bachelor of Arts**, Sociology, George Mason University, 2004

UNIVERSITY RESEARCH PROJECTS

History of Buckeye (AZ) Police Department, September 2017 – September 2018; Project manager tasked with developing research agenda, organizing interviews and developing chronology history of organizational, social, political and technological changes for police department.

Violent crime data collection in Trinidad, June 2017, Dr. Ed McGuire; Coordinated with local public health points of contact across four hospitals to collect emergency room data on gunshot and stabbing injuries to support violence reduction program evaluation.

UNIVERSITY TEACHING EXPERIENCE

- *Seminar in Gangs (CRJ 522, Graduate - Online)*, Criminology and Criminal Justice, Arizona State University, Fall 2018
- *The British Roots of U.S. Criminal Justice (CRJ 394, Abroad)*, Criminology and Criminal Justice, Arizona State University, Summer 2018
- *Introduction to Homeland Security (CRIM 230, Undergraduate)*, Criminology, Law and Society, George Mason University, Fall 2014 and Spring 2015
- *Law Enforcement and Homeland Security (CRIM 462, Undergraduate)*, Criminology, Law and Society, George Mason University, Spring 2015
- *Surveillance in Contemporary Society (CRIM 460, Undergraduate)*, Criminology, Law and Society, George Mason University, Fall 2013, Spring 2014, Fall 2014, Spring 2015
- *Criminal Justice Ethics (CRIM 306, Undergraduate)*, Criminology, Law and Society, George Mason University, Spring 2013, Summer 2013, Assisted Instructor: Stephen Bamford

PROFESSIONAL DEVELOPMENT TEACHING EXPERIENCE

(*DENOTES ONLINE AND IN-PERSON INSTRUCTION)

- Investigative Analysis Techniques*
- Introduction to Financial Intelligence*
- Dark Web and Open Source Investigations*
- Dark Web Inquiries for Probation Officers
- Data Collection Standards*
- Surveillance and Undercover Officer Techniques
- Crime Analysis for Task Force Operations
- Visualizing Financial Investigations for Prosecution*
- Crime and Intelligence Analysis Techniques
- Critical Thinking for Analysts
- Analytical Writing Standards
- Effective Writing for Law Enforcement
- Reporting for Complex Investigations
- Development of Community Partnerships and Neighborhood Collaborative Councils*

PUBLICATIONS – PEER REVIEWED

Herbert, J.L. (in press, 2019). “Data Management.” Found in Barnes, J.C. & Forde, D.R. (ed.) The Encyclopedia of Research Methods & Statistical Technique in Criminology and Criminal Justice. Wiley Blackwell: Hoboken, New Jersey.

Herbert, J.L. (in press, 2019). “Human Subjects.” Found in Barnes, J.C. & Forde, D.R. (ed.) The Encyclopedia of Research Methods & Statistical Technique in Criminology and Criminal Justice. Wiley Blackwell: Hoboken, New Jersey.

Wallace, D., & **Herbert, J.** (forthcoming, 2018). *Behaviors Displayed by Individuals with Autism During Police Encounters*.

Herbert, J.L. & Springer, J. F. (2017) “Case Study: Evaluations of Community Policing Models.” Chapter 17 in Peter J. Haas, J. Fred Springer, & Allan Porowski, *Applied Policy Research: Concepts and Cases*, 2nd Edition. Routledge: New York.

PUBLICATIONS – GOVERNMENT RESEARCH

Herbert, J.L. (forthcoming, 2018). *Evaluating Juvenile Arrest Rates and Diversionary Programs; Vallejo, CA*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

Herbert, J.L. (2018). *Evaluation of Building Data Capacity for Intelligence-Led Policing Efforts: Fayetteville (NC)*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

Nunez, A., **Herbert, J.L.** & Thomas, K. (2018). *Evaluation of Violent Crime & Police Department Responses: Salisbury, NC*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

Herbert, J.L. (2018). *Evaluation of Community Policing and Data-Driven Crime Reduction Strategies: Fayetteville (NC)*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

Herbert, J.L. (2018). *Capacity Building to Address Human Trafficking in Rural America: Albert Lea (MN)*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

Herbert, J.L. (2018). *Evaluation of Family Court Reforms: Clark County (NV)*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

Herbert, J.L. (2018). *Assessment of Violent Crime Patterns: Toledo (OH) Police Department*. Washington, D.C.: U.S. Department of Justice, Bureau of Justice Assistance.

Herbert, J.L. (2018). *Developing Strategic Technology Planning for Public Safety*. White Paper, CNA Corporation for Washington, D.C.: U.S. Department of Justice, Bureau of Justice Assistance.

Larimore, L. & **Herbert, J.L.** (2018). *Evaluation of Complaints and Disciplinary Policies for a School Resource Officer Program*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

Larimore, L. & **Herbert, J.L.** (2018). *Reducing Violent Crime, A Two-Year Review: West Memphis (AR) Police Department*. Washington, D.C.: U.S. Department of Justice, Bureau of Justice Assistance.

PUBLICATIONS – GOVERNMENT RESEARCH (CONT.)

- Vogel, B., Malm, A., Vikovik, S., Ferdetta, J. & **Herbert, J.L.** (2018). *Resource Guide: Data collection, analysis and assessment of intra-agency violence reduction strategies*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- Herbert, J. L.** & Ferdetta, J. (2018). *Identification and analysis of intra-jurisdictional data resources to effectively measure violence reduction in communities*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- Herbert, J.L.**, & Wartell, J. (2017). *Assessment of Crime Analysis and Data Maturity: Jackson (MS) Police Department*. Washington, D.C.: U.S. Department of Justice, Bureau of Justice Assistance.
- Herbert, J.L.** (2017). *Assessment of Crime Analysis and Data Maturity: West Memphis (AR) Police Department*. Washington, D.C.: U.S. Department of Justice, Bureau of Justice Assistance.
- Herbert, J. L.**, Hubbert, N., & Hascher, J. (2017). *Assessment of police-youth interactions: One department's approach to a School Resource Officer program, Richland County (SC)*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- Herbert, J. L.**, Ferdetta, J. & Wartell, J. (2017). *Examination of gun violence and analysis capabilities in Vallejo, CA*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- Bravo, J., **Herbert J. L.**, Sousa, W., & Hascher, J. (2017). *Evaluation of focused deterrence and deferred prosecution programs in Dallas, Texas*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- Bravo, J. **Herbert, J. L.** & Ware, W. (2017). *Implementing intelligent jail systems and developing data science unit for data-driven correctional operations (Denver, CO)*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- White, M. D., **Herbert, J.L.**, & Katz, C. M. (2016) *Key trends in body-worn camera policy and practice: A policy analysis of US Department of Justice-funded law enforcement agencies*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Bureau of Justice Assistance.
- Herbert, J.L.** & Fritz, N.J. (2016). *An assessment of data collection practices and security incidents for the University of Michigan's Division of Public Safety and Security*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- Herbert, J.L.**, Campana, A. & Ferdetta, J. (2016). *Evaluating performance measures of a real-time crime center*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- Herbert, J.L.**, Bruce, C.W., & Ferdetta, J. (2016). *An analysis of burglary and arson in Flint, Michigan*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- Herbert, J.L.** (2015). *Rebuilding community trust through community policing*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.
- Herbert, J.L.** (2015). *Addressing incarceration data, sentencing models and reforms*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

PUBLICATIONS – GOVERNMENT RESEARCH (CONT.)

Herbert, J.L., Rickman, S., Austin, J., & Watkins, B.T. (2015). *Analysis of sentencing reform and offender population for the Nevada Department of Corrections*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

Herbert, J.L., & Brunson, R.K. (2014). *Examination of youth violent crime and community-police relations in Fayetteville, North Carolina*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center.

Herbert, J.L. (2014). *Addressing violent crime and community-oriented policing*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs Diagnostic Center. Available online at:

PUBLICATIONS – MAGAZINES AND PROFESSIONAL ASSOCIATIONS

Herbert, J.L. (2017) *Identifying Levels of Evaluation for Police Crime Analysis Unit Performance*. International Association of Crime Analysts, Standards Committee.

Herbert, J.L. (March 2017). *An A+ Partnership: The Value of Law Enforcement and Academia Working Together*. The Department of Justice, Office of Justice Programs Diagnostic Center.

Medlock, H. & **Herbert, J.L.** (December 2016). *Communication Tools for Policing*. Police Chief Magazine. International Association of Chiefs of Police.

Herbert, J.L. (Winter 2015). *Connecting Police and Communities*. Smart Policing Initiative. The Department of Justice, Bureau of Justice Assistance.

Herbert, J.L. (December 2013). *Maintaining Motivations*. The Corrections Connection.

Herbert, J.L. (December 2013). *Maintaining a Health Team Environment*. The Corrections Connection.

Herbert, J.L. (November 2013). *Team Development: More than just numbers*. The Corrections Connection.

Herbert, J.L. (April 2013). *Recognizing Issues Undercutting the Correctional Workforce*. The Corrections Connection.

PROFESSIONAL HONORS AND AWARDS

2017 **Letter of Recognition**, Eastern District of Arkansas Office of US Attorney's Office, Little Rock, Arkansas

2013 **Performance Excellence Award**, Booz Allen Hamilton, Mclean, Virginia

2013 **Team Excellence Award**, Booz Allen Hamilton, Mclean, Virginia

2010 **Dedication of Service**, Criminal Intelligence Division, Fairfax County Police Department, Fairfax, Virginia

2010 **Certification of Appreciation**, Bureau of Alcohol, Tobacco, Firearms and Explosives, Washington Field Division, Washington, D.C.

2009 **Law Enforcement Public Service Award**, United States Attorney's Office, Eastern District of Virginia

2009 **Team Recognition Award**, Bureau of Alcohol, Tobacco, Firearms and Explosives, Washington Field Division

2009 **Meritorious Team Award**, Fairfax County Police Department, Fairfax, Virginia

2008 **Meritorious Action Award**, Fairfax County Police Department, Fairfax, Virginia

PRESENTATIONS

(*Denotes personal research preparation for stakeholder presentations)

- 2018 **Herbert, J.L.** “Extending our Measure: Analytics to Understanding Safety in Schools.” Presented at the annual meeting for the International Association of Crime Analysts: Newport Beach, CA.
- 2018 Larimore, L., **Herbert, J.L.**, Baker, J. & Smith, R. “Enhancing Law Enforcement Analytical Capacity: Technology in West Memphis, Arkansas.” Webinar, Presented for Bureau of Justice Assistance (BJA) National Training and Technical Assistance Center (NTTAC).
- 2018 Hubbert, N., McDaniels, W., **Herbert, J.L.** “Measuring What Matters: An Analysis of School- Based Policing Model to Inform School Resource Officer Leadership.” Presented at the annual meeting for the National Sheriff’s Association.
- 2018 **Herbert, J.L.** “But I am Here to Help: A Qualitative Analysis of School Resource Officers Identification of Youth Risks.” Presented at the annual meeting for the Academy of Criminal Justice Sciences (ACJS): New Orleans, Louisiana; and Arizona State University Doctoral Student Research Conference: Phoenix, Arizona.
- 2017 **Herbert, J.L.**, McKinley, L., & Bidou, A. “Leveraging Partnerships: How Mid-Sized Agencies are using Data to Combat Community Violence.” Presented at the annual meeting of the International Association of Chiefs of Police Conference: Philadelphia, Pennsylvania.
- 2017 **Herbert, J.L.** “Police Communications and Legitimacy: A Content Evaluation of Police Department Websites,” Presented at the annual Social Media Internet in Law Enforcement (SMILE) Conference: Long Beach, California.
- 2016 **Herbert, J.L.**, Moule, R.K., & Parry, M.M. “Police Communications and Legitimacy: A Content Evaluation of Police Department Websites,” Presented at the annual meeting of the American Society of Criminology: New Orleans, Louisiana.
- 2016 **Herbert, J.L.**, “Evaluating your Analytical Processes,” Presented at the annual meeting of the International Association of Crime Analysts: Louisville, Kentucky.
- 2016 White, M. D, Katz, C., & **Herbert, J.L.** “Qualitative Analysis of Body-Worn Camera Policies.” Presented at the Department of Justice Bureau of Justice Assistance National Meeting on Body-Worn Cameras: Washington DC.
- 2015 **Herbert, J.L.** “Defeating Financial Crimes,” Presented at the annual conference of IBM Red Cell Conference: Baltimore, Maryland.
- 2015* Nollette, J. “Bridging the Gap: Strengthening Trust through Communication,” Presented at the annual meeting of the International Association of Chiefs of Police Conference: Chicago, Illinois.
- 2015 **Herbert, J.L.**, “Challenges and Opportunities in Reforming Sentencing Laws and Mass Incarceration,” Presented at the annual meeting of Academy of Criminal Justice Sciences: Orlando, Florida.
- 2015* Brunson, R.K. & Medlock, H. “Addressing Violent Crime through Community Engagement,” Presented at the annual meeting of Academy of Criminal Justice Sciences: Orlando, Florida.
- 2014 Rickman, S., **Herbert, J.L.**, & Numa, S. “Enhancing Community-Police Relations with Data” Presented at the annual meeting of the North Carolina Public Safety Leadership Development Consortium: Cary, NC.
- 2014 **Herbert, J.L.**, “Financial Indicators for Investigations,” Presented at the annual meeting of the California Crime and Intelligence Analyst Association: Sonoma, California.
- 2014 **Herbert, J.L.**, “Financial Indicators for Investigations,” Presented at the annual meeting of the International Association of Crime Analysts: Seattle, Washington.

TECHNICAL SKILLS

- Statistical and Machine Learning Software: Stata, Tableau, Splunk, R
- Learning Management Systems: Canvas, Blackboard
- Qualtrics Research Core Expert
- CAQDAS platforms: NVivo, MaxQDA
- Mapping and spatial analysis software – ArcGIS, QGIS
- Multi-media development for learning or content management software
- Program management tracking tools and databases
- Advanced skills in Microsoft® Office Suite

PROFESSIONAL ASSOCIATIONS & SERVICE

- International Business Innovation Association, 2017- present
- Member, International Association of Crime Analysts, 2010 – present
- Grand Award Judge, Behavioral and Social Sciences, Sociology and Social Psychology, Intel International Science and Engineering Fair, 2016
- Chair, Standards Committee, International Association of Crime Analysts: Standards Methods and Technology Board, 2014 – 2017
- Member, American Society of Criminology: Division of Policing, Division of Terrorism and Bias Crime, 2014 – 2017
- Associate Member, International Association of Chiefs of Police, 2003- 2010, and 2013 – present
- Member, International Association of Law Enforcement Intelligence Analysts, 2010 – present
- Member, Association of Certified Anti-money Laundering Specialists, 2009 – present

REFERENCES

Available upon request.