

# Google for Public Safety

## Applications, Services, and Investigations for Law Enforcement

### Course Details

Host by: New Mexico HIDTA

Location: 2450 Lakeside Drive, Bldg. A Las Cruces, NM

Dates: 10/10/2017 to 10/11/2017, 8am - 4pm

Cost: \$420.00, \$450.00 or \$475.00 (depending on registration date) Includes training manuals, access to online materials

Register at  
[www.policetechnical.com](http://www.policetechnical.com)

### Course Highlights

Google is one of the largest entities on the internet. Responsible for providing millions of search results daily, it is much more than a search engine. Google is also a primary in: cloud computing, an email service, YouTube, a cell phone and tablet provider, a browser and a host of other services. The nexus with law enforcement and criminality on Google is frequent and varied. Google for Public Safety™ was developed to provide law enforcement personnel with a comprehensive look at the many tools and services provided by Google and to provide a primer for understanding the connections between Google, criminal investigation and criminality.

### Who Should Attend

This class is designed for any investigator, detective, or supervisor. Experience or training in Google is not required. Previous students have included investigators, detectives, supervisors, and support staff.

### Material Requirements

Students should bring a laptop with Internet and a Google browser capabilities.

### Agenda

#### Day One

1. Google history, structure, and philosophy and advertising
2. Organic results vs paid results
3. Search Engine Optimization
4. Cloud Computing concepts - and Google based apps
5. Chrome Browser and Chrome OS
6. Google Search & Google+

#### Day Two

1. Gmail - the most powerful mail system available
2. Calendar - track your calendar and to-do list
3. Drive - Microsoft Office Replacement?
4. Google Voice & Google Translate
5. Maps - create custom maps quickly and easily
6. Sites - build an intranet quickly and easily
7. Alerts - know who is writing about you as soon as it hits the web
8. Google Glass - Seeing the world through Google's eyes



#### Instructor: Chad Smith

Chad Smith is a 14 law enforcement veteran who began his career in Colorado. His initial duties included patrol, crime scene investigations and crisis intervention. He has been widely active in crime prevention at the state level and has implemented both technical and training related projects statewide. Currently Chad is the Police Technology Liaison for a medium sized agency responsible for research, planning, implementation of various technologies for his department. He is also responsible for training and administration of those technologies. Chad brings a wide range of experience in current technologies for law enforcement generally and Google and it's various applications specifically. In addition to the standard Google apps, he has utilized numerous Google products to support various projects including: Google Analytics for expense justification and reporting and Google Apps for Nonprofits.