## Managing Florida's Jails in a Highly Competitive Marketplace

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As the privatization of corrections gains momentum, Florida's public jail administrators must be prepared to compete for the opportunity to conduct business in an open marketplace. This market will drive dramatic changes in the qualifications of administrators. They will not only have to have some exposure to the criminal justice system but must also possess business management skills, public relations skills and good understanding of data processing and management. This research examines the qualifications of fifty public jail administrators from the medium to mega size jails throughout the state. Results indicate that sheriffs should be encouraged to raise the minimum qualifications of jail administrators and that curriculum changes in criminology programs in the state university system should be considered.