

9L-996



Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
Must be filed by March 31
Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) Professional Data Analysts, GBC
2. The public benefit corporation's board of directors has reviewed and approved this report.
3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

Please see attached report.

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

[Signature]
Signature of Public Benefit Corporation's Chief Executive Officer

March 24, 2020

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:
operations@pdastats.com

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

<u>Kelly Laurel</u>	<u>612-254-6033</u>
Contact Name	Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
Yes No

Public Benefit Corporation Report

2019 Activities



Prepared for
Minnesota Secretary of State

Prepared by
Professional Data Analysts



Professional
Data Analysts



WHO WE ARE

OUR MISSION

To create positive social impact by providing tailored data-centric solutions that move public health initiatives forward.

OUR VALUES

BE CURIOUS.

Encourage innovation, challenge assumptions, and create a culture of shared learning and continuous improvement.

DO GOOD.

Support our community, reduce our environmental impact, and provide opportunities for others to thrive.

EXCEL TOGETHER.

Work with each other and our clients to deliver insights and solutions that exceed expectations.

INSPIRE DATA EXCITEMENT.

Use data to create meaning and serve as a catalyst for action.

MAKE AN IMPACT.

Strengthen communities with equitable and effective data-centric solutions.

OUR TEAM

A team of passionate, driven, and creative individuals from a variety of backgrounds united by a common desire to improve communities with sound and effective data-centric solutions.

OUR CULTURE

We strive for impact, putting our knowledge and resources where we can make the most difference to our clients and in our communities. Curiosity and thirst for knowledge drive our culture of continuous improvement and inspire us to go above and beyond for our clients. We provide a balanced work environment that encourages professional growth, continual learning, teamwork, and healthy living. We support our local community through service and financial backing while reducing our environmental impact through carbon neutrality, near sourcing, using energy efficiently, and extensive recycling efforts.

Table of Contents

Excel together: The impact of our work	4
<i>Bicycle Alliance of Minnesota (BikeMN)</i>	4
<i>ClearWaySM Minnesota</i>	5
<i>Minnesota Department of Health</i>	5
<i>Hazelden Betty Ford Foundation</i>	6
<i>The BARR (Building Assets, Reducing Risks) Center</i>	6
<i>The Department of Family Medicine and Biobehavioral Health (FMBH) within the University of Minnesota Medical School, Duluth Campus</i>	7
<i>HealthPartners (Park Nicollet Health Services)</i>	7
Inspire data excitement: Sharing our knowledge	8
Do good: Supporting our communities	8
<i>Pro bono projects</i>	8
<i>Community support</i>	9
<i>Environmental efforts</i>	9
Be curious: Circumstances that hindered our efforts to pursue public benefit	10
Make an impact: Measuring our progress	10

Excel together: The impact of our work

Professional Data Analysts, GBC, (PDA) pursues public benefit in Minnesota and across the country by providing program evaluation, statistical consulting, and software development to clients whose programs seek to improve the health and wellbeing of individuals and communities. We're committed to delivering objective, high-quality data and innovative, cost-effective solutions to clients. This section summarizes PDA's meaningful contributions to seven different Minnesota clients in 2019.

Bicycle Alliance of Minnesota (BikeMN)

bikeMN

BICYCLE ALLIANCE OF MINNESOTA

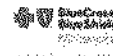
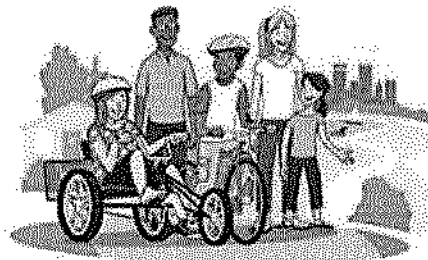
PDA's Role:

PDA was contracted to evaluate efforts to revise BikeMN's approach to delivering their Walk!Bike!Fun! curriculum to reach populations of children they have not previously reached. PDA used a developmental evaluation approach to help BikeMN establish program goals, describe their current program, describe gaps between their current program and goals, and develop solutions to reduce gaps.

Public Benefit:

PDA facilitated two evaluation planning meetings that helped BikeMN staff and their funder (MnDOT) agree to a clearly defined program participation goal, develop shared definitions of key concepts such as safety and equity, and identify the first set of changes they need to make to their approach in order to reach new populations.

MINNESOTA
WALK! BIKE! FUN!



© 2019 BikeMN. All rights reserved. This document is the property of BikeMN. It is not to be distributed, copied, or otherwise used without the written permission of BikeMN. The logo, design, and content of this document are the property of BikeMN. All other logos and content are the property of their respective owners.

ClearWaySM Minnesota



PDA's Role: PDA has been providing evaluation and statistical services for ClearWay's tobacco cessation program, as well as other areas like grantmaking, media and policy work, for nearly 20 years.

Public Benefit: Through PDA's work, ClearWay was able to improve tobacco users' experience with their cessation programs. Easier to use and more effective services are vital to helping tobacco users quit and experience the resulting positive health effects.

PDA also conducted a study to help ClearWay make decisions about their strategy to address menthol use, particularly around policies restricting the sale of menthol tobacco products. Additionally, PDA co-authors original research with ClearWay to give back to the tobacco control community.

Minnesota Department of Health



PDA's Role: PDA built and maintained a custom online reporting system to track quitline referrals and the results of the referral in Minnesota.

Public Benefit: Over the last decade, the application provided several benefits, including that program administrators could improve the referral program and work on connecting more tobacco users to services by identifying and following up with inactive referring sites. Also, health plans could view the success rate of referrals to their programs, and referral sites could track the number and results of their own referrals. Together, these features allowed the client to more efficiently and effectively run their network.

Thousands of individuals have been referred to tobacco cessation services through the triaging and reporting system built by PDA, thus improving their chances of getting help and quitting tobacco.

Hazelden Betty Ford Foundation



PDA's Role: PDA created a custom automated reporting engine and survey administration website that allow schools participating in the Olweus® Bullying Prevention Program to receive dynamic reports detailing bullying behaviors. The system also allows Hazelden staff to monitor and manage the program.

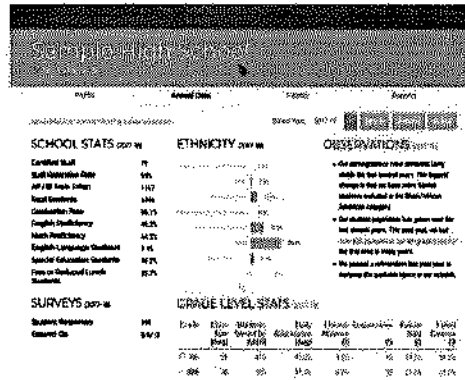
Public Benefit: Through the partnership between the Hazelden Betty Ford Foundation, Dr. Dan Olweus, Clemson University, and PDA, the most widely researched anti-bullying program in the world has been brought to over 7,000 American schools. This group published three white papers on the status of bullying in the United States, the third of which was in 2019. In total, PDA has processed over 5 million student surveys.

The BARR (Building Assets, Reducing Risks) Center

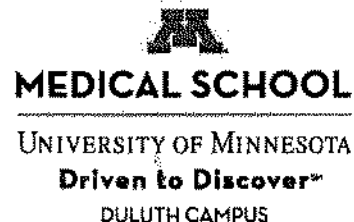


PDA's Role: PDA designed, built, and now hosts a web application that allows BARR users to manage a repository of schools and generates annual progress reports for schools in the network.

Public Benefit: Using this software, the BARR Center can now easily compare school assessments and student performance from year to year in one convenient place. This helps the BARR team identify the schools seeing the most improvements and encourage knowledge sharing so all the schools and students can improve.



**The Department of Family Medicine
and Biobehavioral Health (FMBH)
within the University of Minnesota
Medical School, Duluth Campus**



PDA's Role:

PDA works with physician faculty members and medical students to conduct research on topics such as access to obstetrical care and delivery services in rural Minnesota, vaccination perceptions of students attending University of Minnesota Medical School, and family physician awareness, engagement, and interest in environmental regulations.

Public Benefit:

PDA's expertise in study design, methods, and analysis along with FMBH's content area expertise allows for studies that are well equipped to answer meaningful questions, collection of data that is accurate and valuable, and interpretation of results appropriate to the study context.

Research studies that investigate topics in teaching medical school students may impact future course curriculum design, improving students' interprofessional training as well as education for talking about vaccinations with patients. In addition, the studies bring awareness to the lack of access to obstetrical care in rural Minnesota and hospitals and hospital systems with recommendations to sustain their care.

**HealthPartners (Park
Nicollet Health Services)**



**HealthPartners
Park Nicollet**

PDA's Role:

PDA provides statistical analysis and support for research and quality improvement projects for Park Nicollet Health Services. Recent studies include evaluating the effectiveness of behavioral health and endocrinology televideo training for providers and assessing the impact of opioid use on health care utilization and survival among stage IV cancer patients. PDA also consults and trains clinicians in an internal program that promotes quality improvement skill development.

Public Benefit:

PDA has helped HealthPartners improve their understanding of patient outcomes in the fields of cancer, diabetes, and mental health. By providing analytical support and professional development to clinicians, PDA supports the mission of HealthPartners and contributes to the impactful work of improving health for Minnesotans.

Inspire data excitement: Sharing our knowledge

In addition to using our knowledge and resources to support our clients' efforts, we disseminate our work to the broader professional community. We're passionate about data and strive to inspire data excitement in others. In 2019, we had:

17 published articles and **23** conference presentations authored or co-authored by PDA staff.

Additionally, PDA co-authored a white paper on the status of bullying in U.S. schools. The intent of the paper is to help teachers, administrators, parents, and policy makers raise awareness about bullying and improve school environments so every student can feel safe at school.

Do good: Supporting our communities

Pro bono projects

In 2019, PDA sought out Minnesota non-profits whose programs could benefit from our evaluation expertise. We offered pro bono evaluations to two organizations, House of Charity and Volunteers of America - Minnesota. Sharing our knowledge and resources is an important component of our commitment to our community.

In 2019, our staff spent over 125 hours on pro bono work.

House of Charity

PDA is conducting a pro bono evaluation of House of Charity's (HOC) on-site supportive housing program. This program provides housing, meals, and case management to homeless adults, including veterans. PDA is supporting them in planning and making updates to their program, which will benefit the clients they serve.



Volunteers of America—Minnesota (VOA-MN)

VOA-MN provides behavioral health services to youth aged 12-17 at Omegon Residential Treatment Center (Omegon). They recently received funding to implement a pilot aftercare services program administered by Aftercare Specialists who support the youth in their transition back to the community through sustained and intensive aftercare services. PDA is partnering with VOA-MN to assess the impact of their new program on clients, looking primarily at relapse and readmission rates along with other indicators of program utilization and client success.



Community support

We engage in volunteerism with organizations who work to improve the lives of people in our communities. In 2019, PDA contributed:

+251 staff volunteer hours, and donated

\$6,595 to local organizations



Some of the organizations we supported include:



second harvest
HEARTLAND



THE
SHERIDAN STORY
FIGHTING CHILD HUNGER



People **Serving People**



Neighborhood House

Our financial support included donations to 15 organizations in Minnesota and beyond.

Environmental efforts

PDA also prioritizes working and living sustainably in order to minimize our impact on the planet. In 2019, PDA supported the environment in the following ways:

127,890 pounds of carbon offset. We are proud to be carbon neutral!

6 containers of bubble mailers kept out of the landfill by giving them to a small business owner for reuse.

75 pounds of techno trash recycled, including rechargeable batteries, cables, phones, and electronic accessories.

2 SUV loads of electronics delivered to Free Geek; an organization that refurbishes technology and works to eliminate the digital divide.

6 trash cans of plastic bags recycled.

1 truckload of used office furniture donated to the ACLU of Minnesota.

Additionally, we only buy 100% post-consumer recycled paper products, buy local whenever possible, and support restaurants and catering companies that utilize local, sustainable farmers.

Be curious: Circumstances that hindered our efforts to pursue public benefit

We strive to create a culture of curiosity, shared learning, and continuous improvement at PDA. Additionally, we consider the impact of all stakeholders, including clients, community, staff, and the environment, when making business decisions. We do our best to pursue public benefit in all our work and actions, but our impact was hindered by a few factors in 2019. Some of these include:

- ✓ **Project budgets:** Budgets are set by our clients and there is often limited flexibility. This means we must adapt, and sometimes limit, our scope of work to provide the highest quality work within the available budget.
- ✓ **Company growth:** In 2019, PDA hired nine new staff members, which meant spending a considerable amount of time and resources recruiting, hiring, and onboarding new team members. The growth of our team will help us make a larger impact in 2020 and beyond.
- ✓ **Staff professional development:** We value continuous learning and understand the importance of giving staff opportunities to grow professionally. In 2019, our staff attended ten conferences across the United States, including two major conferences in Minneapolis that were attended by more than ten staff members. During these conferences, staff commit to fully engaging in the conference, which limits our capacity for other work. Attending conferences and sharing knowledge afterwards allow us to better serve our clients by staying up to date on the latest trends, tools, and methods in our field.
- ✓ **Limited data:** One challenge in our evaluation projects is declining response rates for telephone surveys. While this is a universal trend, collecting a representative sample of respondents in the communities served is vital to understanding the programs and adapting them to better serve the needs of individuals and communities. Without input from a variety of program participants, our results may not capture the information needed to better meet the needs of those groups. PDA continues to work with clients to explore solutions that increase survey response rates.

Make an impact: Measuring our progress

In order to fulfill our mission of creating positive social impact, it's important to measure our impact. Our board of directors chose to pursue becoming a Certified B Corporation™ because the assessment examines the overall positive impact of the company, including the impact on workers, customers, community, and the environment. The certification offers third-party validation, public transparency, and legal accountability. We determined that B Lab™, the nonprofit that administers the B Corp Certification, is independent.

We are proud to say we passed the assessment on the first attempt with a score of 108.5 and officially became a Certified B Corporation in August 2019. A minimum score of 80 is required for certification and the median score for businesses is 50.9. This distinction aligns well with our mission, values, and business model.

Maintaining our certification will help us continue to improve and create more positive social impact over time. Additionally, certification allowed us to join a community of leaders driving a global movement of people using business as a force for good.



Work Item 1151316700037
Original File Number 9L-996

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/31/2020 11:59 PM

Steve Simon

Steve Simon
Secretary of State