



**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) the Diversity Institute, SBC  
PERCALL M P
2. The public benefit corporation's board of directors has reviewed and approved this report. YES
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)  
 The Diversity Institute was established in 2020 to realize a simple but vital goal: create an **inclusive, nontechnical** organization dedicated to the interests of certifying diversity professionals (DEI Practitioners) **regardless of industry or sector**, that would protect Practitioners (and the public) from unqualified practitioners, build **public recognition** for the Diversity profession, and **stand against unethical practices and inadequate compensation**.

The Diversity Institute's Strategic Plan—including our Vision, Mission, Values, and Goals—was developed by the Diversity Institute's Board of Directors in collaboration with The Diversity Institute's Advisory Board. It is not a static document. Rather, it is a commitment to ongoing, open, and transparent strategic planning and execution.

## Our Vision

A world where the employee can be confident that decisions affecting their work lives are made by qualified and ethically accountable Diversity professionals

## Our Mission

To Develop an integrated high quality system of DEI Education and training To Certify Diversity Practitioners to assist them in responding to the workplaces constantly evolving needs

## Our Values

- Authenticity
- Solidarity
- Future Focused
- Holistic Approach
- Human Centered
- Sustainability

# Our Goals

Growth in mission impact at all levels of the organization

Increased public recognition of the value of competent and ethical Diversity Practitioners

Increased membership and participation across all programs: Engaging more people and engaging them more fully

Maximized synergy: Value created anywhere in the system benefits everyone in the system

Financial sustainability for national, state, and The Diversity Institute's certifications

## Diversity Skills Framework

The Diversity Institute created a national credentialing system that trains, develops, assesses and certifies DEI skills and competencies for Diversity Practitioners. As a continuing education and training (CET) system, The Diversity Institute supports the #DiverseFuture movement.

### *Structure of the Diversity Skills Framework Model*

- Promote recognition of Cultural Competence skills to facilitate progression, mastery and mobility;
- Promote holistic development of Diversity Practitioners through technical and generic skills and competencies.
- Support economic development by professionalizing cultural Competence DEI skills and competencies to drive transformation, productivity and innovation efforts in the field of diversity; and
- Encourage lifelong learning.

THE DIVERSITY INSTITUTE training programs are based on DEI skills and competencies validated by employers, unions and professional bodies, ensuring existing and emerging DEI skills and competencies in demand are used to inform training and development.

THE DIVERSITY INSTITUTE program's adopt the DEI skills and competencies covered in the Skills Frameworks and are funded and quality-assured by The Diversity Institute, which awards the THE DIVERSITY INSTITUTE certifications.

### Key features

- **Relevance:** A competency-based system, designed to develop job role-specific, as well as generic skills and competencies, that are required across job roles.

- **Open Access:** No academic pre-requisites needed and recognizes prior learning, such as work experience and credentials. Offers bite-sized modules leading to the award of a Statement of Attainment, which leads to a full THE DIVERSITY INSTITUTE qualification.
- **Progression:** Makes available skills and qualification pathways that align to the DEI Skills Framework for the respective sectors.
- **Authority:** Statements of Attainment and qualifications are quality assured and awarded by The Diversity Institute and / or in partnership with established awarding bodies.

## Benefits

Individuals	Employers	DEI Practitioners
Plan career and acquire new skills to enter a new sector or job role or upgrade skills and advance career	Provide quality assured and industry-relevant training choices  Guide training and development planning	Articulate clear training outcomes  Develop and deliver quality training program's that meet industry needs
Achieve qualifications and certifications that demonstrate skills sets to employers	Guide performance management	Obtain mark of recognition as an approved Training Provider of The Diversity Institute
Obtain portable credentials to improve employability and mobility	Strengthen in-house training capabilities	
Assess and certify DEI skills and competencies against industry established work standards	Facilitate recruitment of competent staff who are certified and equipped with relevant skills and competencies	

## Quality Assurance

THE DIVERSITY Institutes underpinned by a robust quality assurance framework. From developing Technical DEI skills and competencies and Critical Core Skills, to approving DEI Practitioners and awarding THE DIVERSITY INSTITUTE certifications. Stringent criteria are applied to ensure the necessary standards are met. A structured and efficient system has been established to help build a strong training infrastructure that supports Minnesota workforce development.

The Diversity Skills Framework aims to create common DEI skills. and language for individuals, employers and DEI Practitioners.

This further helps to facilitate skills recognition and support the design of training program for skills and career development. The DEI Skills Framework is also developed with the objectives to build deep skills for a lean workforce, enhance business competitiveness and support employment and employability.

**THE DIVERSITY INSTITUTE Certification**

DEI Practitioners can apply for THE DIVERSITY INSTITUTE certification to conduct THE DIVERSITY INSTITUTE courses or simply to build their credibility. THE DIVERSITY INSTITUTE certification status will commence from the date that you complete all course requirements. You will need to submit course proposals, and come up with a course commencement date, taking into consideration time needed for The Diversity Institute to approve the course, as well as time required to develop the courseware.

We did fairly well in accomplishing our goals while COVID-19 and the impact it had on our business was huge. We also did not qualify for any support from the government and could not qualify for small business loans to strengthen or support the organization during COVID

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.

*Melissa Adams*

Signature of Public Benefit Corporation's Chief Executive Officer

*3/21/22*

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:  
Madams@stantonadams.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:**

Contact Name Malissa Adams

Phone Number 612.730.3103

**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



**Work Item 1306577700034**  
**Original File Number 1136075600022**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/31/2022 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State