

WE LEARNED FROM OTHERS

Latitude's staff make the experience of the lab special. The affordability and DIY access keep people coming back!

"When I am learning a new digital process or skill that I need guidance for, I look to the latitude staff."

"Excellent staff - always happy to answer questions and assist with problem solving."

"I love latitude for providing an affordable option for high quality scans and prints."



ABOUT OUR STRATEGIC PLAN COMMITTEE

Latitude's Strategic Plan Committee consisted of Executive Director Colleen Keihm, former Programming Fellow Grace Coudal, former Lab Assistant Maria Dunaevsky, and DIY User Roderick Sawyer. The data from Latitude's strategic plan comes from a poll of 100 community members plus 30 interviews our committee did with staff, volunteers, DIY users, and Service Bureau clients.

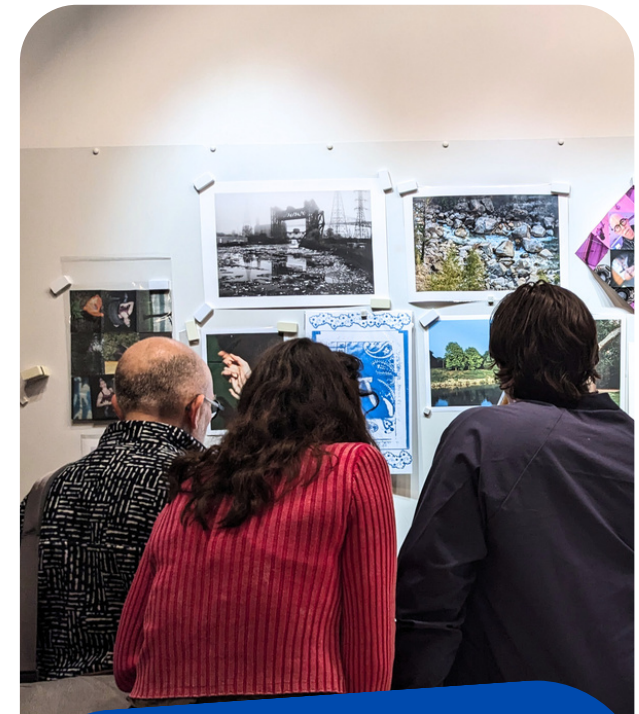
Support for Latitude's first Strategic Plan came from the Builder's Initiative.



 **LATITUDE Chicago**

LATITUDE IS A NONPROFIT COMMUNITY DIGITAL LAB IN CHICAGO.

We maintain a digital lab with high-end printing and scanning equipment, process 35mm and 120 color negative film, operate an artist in residence program, and organize ongoing arts programming. We gladly welcome all members of the public, including artists, photographers, students, educators, and enthusiasts.



STRATEGIC PLAN

 **LATITUDE Chicago**

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WHAT CHANGES DOES THE COMMUNITY WANT?

People are interested in Latitude providing more online content – they are looking for an intro to film scanning and book/zine making to name a few. Specifically, they want a pathway to experiment and express themselves.

Expansion to E6, Large format, and black and white processing.

General Support – Many expressed a struggle to work through projects, pick paper, or land on an appropriate process. Coming to our lab and seeing what other folks are doing helps them be more successful.

NEW PROGRAMMING LATITUDE IS CONSIDERING FOR 2024:

Latitude Help Desk: Reserve time with staff to work through questions. These could be printing and scanning questions, how to get yourself “unstuck” in a project, or get feedback in general.

Skillshare groups: Helping facilitate small groups that can share their interests with each other to aid in the professional development of many.



POPULAR WORDS THAT DESCRIBE LATITUDE



WHAT DOES THE FUTURE OF LATITUDE LOOK LIKE?



Our community is excited about the high level and quality of the technology Latitude offers. They can see that the organization invests in sustainable offerings and provides education on those materials at a low cost.

Accessibility was a buzz word for many responses. They are excited that Latitude stays on mission keeping the lab accessible to the public physically and financially. They are also interested in us becoming even more accessible by reaching out to other mediums, other communities, and working towards being an all bodied space.

Since getting feedback we were able to secure a new space that has a dedicated workspace for the residency. This was something that people requested that we were able to do before releasing this report! Expansion is on the horizon as well but is contingent on financial stability. We will grow when we are able to responsibly.