

## The University of Washington Upgrades their eLearning with Zoom and Kubi

**Challenge:** Introduce synchronous activities into eLearning programs to build stronger relationships and better learning experiences for students and professors.

**Solution:** Deploy the tightly-integrated combination of Zoom and Kubi in their classrooms.

**Result:** Quick adoption and high usage of the new video solution, especially for small elective courses.

The Information School (iSchool) at the University of Washington is no stranger to online education. In fact, their graduate degree program in Library and Information Science has been hosting asynchronous online programs for the past 15 years.

Randy Orwin joined the iSchool in 2011 as the Online Learning Administrator and currently works remotely from Australia. Orwin's job was to introduce synchronous activities such as virtual office hours into their eLearning programs to, as Orwin said, "Build relationships among students, between students and their professors, and between students and content".

At first, they just used Adobe Connect to build out asynchronous and synchronous offerings. Then, in April 2015, Orwin encountered a Kubi, the telepresence robotic stand that pans and tilts a tablet for more engaging face-to-face interaction on video calls. "I knew it would provide a **better feeling of presence for remote and local attendees**. We started using them for program meetings and received a lot of positive feedback about how the online person on the Kubi wasn't feeling forgotten by local attendees," explained Orwin. "It was an 'a ha' moment. We started using Kubis for our synchronous hybrid courses where online and in-person cohorts were sharing a class."

As the iSchool was finding success with the Kubis, Orwin was also searching for a better virtual meeting platform. "Being on the other side of the planet with a slow Internet connection, I was having



problems with dropouts and losing connections on Adobe Connect and Skype for Business,” said Orwin. He found Zoom on the recommendation of another university and started using it with a free license. “It was easy. It worked on limited bandwidth. I was hooked,” he said.



**Randy Orwin**

Online Learning Advisor

Orwin purchased more Kubis and realized that they came with 1-year Zoom Pro licenses. He then worked with Kubi, Zoom, and his peers from other schools including the University of Arizona and Michigan State University, to streamline the Kubi-Zoom integration. In using Zoom and Kubi together, “It clicked. I realized that I needed to get Zoom for the iSchool. **Of all the meeting tech we’ve used, Zoom is the best. It has the best video quality and connection status. It just works.**”

They rolled out Zoom and it was quickly “A huge success,” said Orwin. **“We have incredible usage on Zoom. At least double that of Adobe Connect. It’s very simple to use, whereas Connect was extremely complex to use.”** The Kubi integration is another factor in the success of Zoom at UW: **“The tight integration with Kubi is awesome.** With Adobe Connect, it took working with a couple different apps to have both systems running, whereas with the Kubi-Zoom solution, you only need to have the Kubi app open.”

Orwin has seen usage of Kubi and Zoom blossom, particularly in streaming campus events to online students. It is also used heavily for elective courses. “Elective courses often don’t have enough students either online or in person, so we put them together into one hybrid course. We set up Kubis in the classroom and bring in online students virtually.”

The best part? The students and professors love their new technology – it truly brings them together. Explained Orwin, “The first time the Kubi running Zoom moved, the professor was like ‘Whoa, I actually know someone is there.’ It provides a real presence for the person on the remote end and the person in the room.”



**About Zoom**

Zoom unifies cloud video conferencing, simple online meetings, group messaging, and a software-defined conference room solution into one easy-to-use platform.

Our solution offers the best video, audio, and wireless screen-sharing experience across Windows, Mac, Linux, Chromebooks, iOS, Android, BlackBerry, Zoom Rooms, and H.323/SIP room systems. Founded in 2011, Zoom's mission is to make video and web conferencing frictionless. Learn more about [www.zoom.us](http://www.zoom.us) or follow [@zoom.us](https://twitter.com/zoom.us).

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