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Five Years of Growth: at the University of California,
Berkeley, School of Optometry & Vision Science

Transforming Medical Education at the Herbert Wertheim School of Optometry & Vision Science

Overview

Berkeley

Herbert Wertheim School of
Optometry & Vision Science

The School of Optometry & Vision Science Online Live Continuing Education program at the University of California Berkeley (UC Berkeley) marks its fifth anniversary this year, celebrating a transformation from a crisis-driven solution to a sustainable and thriving initiative. Developed under the guidance of the Office of Virtual Learning Initiatives at the Herbert Wertheim School of Optometry & Vision Science, the program has created a robust foundation for hybrid medical and optometry education. The initiative relies on leading Learning Management Systems (LMS) and advanced audiovisual (AV) tools to enhance access, teaching excellence, and adaptability for optometry professionals around the world.

SCHOOL [UC Berkeley School of Optometry & Vision Science](#)

FOUNDED 1868

INDUSTRY Higher education

SOLUTIONS Logitech Rally Bar
Logitech Rally Streamline Kit
Logitech Tap IP
Logitech Scribe
Logitech Spotlight
Logitech Rally Mic Pods
Zoom® Rooms

Challenge

The initial disruption caused by COVID-19 presented profound and urgent challenges for learning institutions around the globe. As the pandemic forced a move from in-person to virtual environments, the Continuing Education program and its leadership faced the daunting task of transitioning its resources with little-to-no preparation time. Traditional educational methodologies were disrupted overnight, leaving staff to rely on makeshift solutions such as DIY studios and basic video conferencing tools.



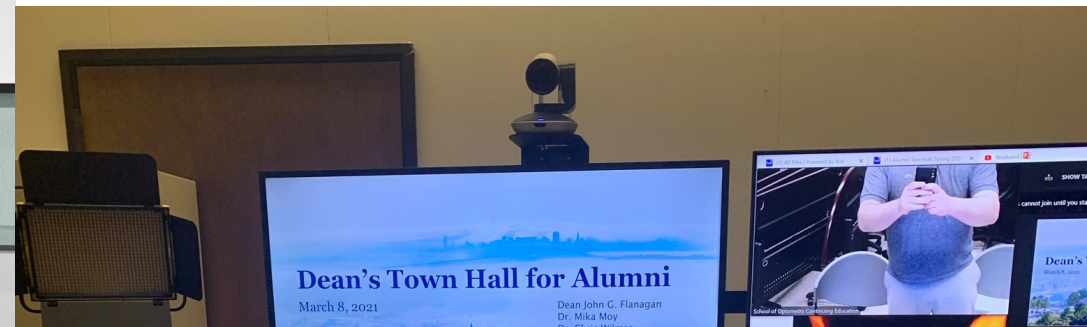
There were immediate obstacles that demanded innovative thinking and resilience, including:

The need to shift to remote education: A sudden need to transition from in-person classes and events to online formats for medical professionals.

Resource scarcity: With limited preparation time, the program relied on DIY studios and Zoom webinars to ensure continuity.

Engagement challenges: Sustaining learner motivation and focus on their user experience in virtual environments became a core focus for program leaders.

While functional, these temporary measures highlighted gaps in scalability and technological infrastructure, amid surging demands for accessible, high-quality education. Additionally, maintaining student engagement and fostering meaningful connections between educators and learners required innovative approaches to sustain interactions within the constraints of virtual platforms. These challenges ultimately became the catalyst for the program's transformation into a sustainable, future-proof model.



"What initially seemed like an insurmountable challenge five years ago has led to a proven model for delivering high-quality education through innovation and technology, setting the stage for future growth"

- MATTHIEU KAMINSKI, PROGRAM DIRECTOR



Solution

With the need to transition from in-person learning to an entirely virtual format, Kaminski chose the trusted and powerful combination of Logitech and Zoom to deliver a solution that worked practically overnight. By pairing Logitech's intuitive, user-friendly video collaboration tools with Zoom's reliable platform, Kaminski and his team established a seamless remote learning experience for medical and optometry professionals in record time.



The simplicity and accessibility of these tools provided immediate functionality while laying the groundwork for deeper refinements in the program's delivery and scalability in subsequent phases:

"Our ability to pivot and utilize available resources—despite the circumstances—was a testament to our team's resilience and dedication to keeping education accessible. The combination of Logitech and Zoom helped us achieve almost immediate success with their turnkey, intuitive solutions that were already designed with remote participation in mind."

- MATTHIEU KAMINSKI

Proof of concept and pilot

The program initially experimented with DIY studio setups, incorporating Zoom Rooms and the Logitech Rally Bar system to support remote education. Using a makeshift audio capture card paired with a boom mic, the team developed a functional solution for delivering lessons to students. Continuous feedback and iterative refinements led to structured pilot programs that improved teaching methods and enhanced student engagement strategies.

Implementing LMS for streamlined operations

A learning management system was implemented to simplify the learner journey from enrollment to certification. This platform centralizes administrative tasks, course listings, transactions, communication with remote students, and certificate management, improving both accessibility and program delivery.

Integrating advanced AV solutions

The program adopted state-of-the-art AV systems leveraging the Logitech Rally Camera Streamline Kit, Logitech Rally Bar, Logitech Rally mic pods, Logitech Tap IP, and Logitech Scribe—all of which enable hybrid classrooms to thrive. The deployment of updated tools enhanced collaboration, fostering a seamless integration between in-person and virtual interactions.

Wider reach and inclusion

The program expanded its focus to optometry continuing education, addressing critical gaps in professional development and broadening its audience on a global scale.



“This journey underscores the importance of collaboration and adaptability. As we look ahead, we are excited to expand on this success and inspire others to invest in a brighter, more inclusive educational future.”

- MATTHIEU KAMINSKI

Results

The Online Live Executive Education program celebrates five transformative years, affirming its role in reshaping medical and optometry education. Supported by the Office of Virtual Learning Initiatives and the wider resources of UC Berkeley, the approach served as a model for institutions seeking to innovate, scale, and drive meaningful impact in higher education.

“By combining technology with a learner-centric approach, we have strengthened education for professionals in medicine and optometry, reinforcing our institutional mission to innovate and inspire locally and globally.”

- MATTHIEU KAMINSKI

This swift integration allowed continuing education courses to proceed without interruption, ensuring connectivity and engagement at a time when consistency mattered most. The program stands out as an example of resilience and innovation, achieving impactful milestones:

- **A global audience:** From local communities to international learners, the program created equitable access to top-tier continued education.
- **Technological excellence:** Cutting-edge tools helped ensure seamless interactions, such as advanced AV features bridging physical and virtual learning environments.
- **Longevity:** The program’s successful implementation established it as a permanent offering within the school’s educational repertoire.

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