

Rumie is Taking the Microlearning Industry by Storm



Toronto, Ontario Aug 24, 2022 ([Issuewire.com](https://www.issuewire.com)) - Since [Rumie](#) launched their microlesson library of Bytes at the start of the pandemic, they've reached over 1 million global learners. Rumie started with an idea: to bring free digital learning to underserved communities.

Back in 2014, when the company first launched, it focused on bringing tablets loaded with lessons to school kids worldwide. Throughout the years, Rumie teamed up with local organizations far and wide to offer their learning resources to communities that needed them the most. From Syrian refugee camps,

Guatemalan villages, and women and girls in Afghanistan to urban American neighbourhoods such as Detroit and remote indigenous communities in Canada.

In 2019 Rumie pivoted to closing the learning gap between school and the real world. The gap exists because school systems and curriculums are slowly evolving and designed to create uniformity. At the same time, the real world is fast moving and requires a lot of practical contextual knowledge to be successful.

We needed to focus on preparing youth with that "practical knowledge" as a starting guide to the real world, and that's where Rumie stepped in. A digital mentor that's always available and ready to be helpful while also being fun. Rumie embraced microlearning, a new and engaging way to gain critical knowledge and skills using a digital device in short bursts. Imagine learning a new skill in 6 minutes; that is where a Rumie Byte was born.

Bytes are built for the TikTok Generation. They include memes, animated GIFs, TikToks, short quizzes, and other interactive elements that keep the learning engaging and accessible. Bytes are optimized for mobile devices, so Rumie's audience can learn on the go, regardless of their technical capabilities. Bytes cover a wide variety of practical skill topics such as career and job hunting strategies; personal finance; mental health and well-being; relationships and social awareness; learning techniques and study tips; and communication and digital literacy. Learners can also join [Rumie's Discord server](#), a safe space for their audience to interact and learn from each other.

Rumie is now an open community of motivated learners, thousands of amazing volunteers, a technology ecosystem, and a charity. Its mission is to provide innovative & authentic learning without barriers. Rumie believes free education should be accessible to everyone and couldn't have done it without its amazing sponsors, such as Google, GSMA, and Scotiabank.

Since May 2020, Rumie has impacted 1,084,612 learners and counting from over 200 countries, published 1614 active micro-lessons (Bytes) licensed in Creative Commons (CC BY-NC-ND 4.0), and is free from advertising or upsells. Their Top Byte has gotten 54,000 unique interactions, and Bytes, on average, bring in 7,000 completions each.

Rumie is here to stay. Almost 100% of youth and underserved communities have access to a mobile device, and youth's average use is over 7 hours per day. Rumie utilized social media mechanics to keep their content entertaining, clearly working as they achieved a 90% engagement rate. As more people use Rumie to improve their personal and professional lives, the company has its sights set high. Rumie will double its learners to 2 million by 2022 and enter the higher education space. To learn more, visit rumie.org and to support the charity's journey, donate at about.rumie.org/donate/.



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