

Contact: Rachel Boon

**UNIVERSITY PRESENTATION: BIBLE & ARCHAEOLOGY: A NEW ENTREPRENEURIAL
APPROACH TO HUMANITIES PUBLIC EDUCATION**

Executive Summary: Despite only having a single tenure-track biblical studies professor at the University of Iowa, the subject area of biblical studies, both the Hebrew Bible/Old Testament and the Christian Bible, have produced an outsized number of highly-enrolled courses on campus. This is, in part, due to a new entrepreneurial initiative that seeks to leverage public humanities education to market UI to a national audience, recruit students to the university and the field of biblical studies, as well as to generate new streams of revenue, all while leveraging existing course content in new and creative ways. This new humanities model demonstrates how faculty, departments and regent universities can maximize faculty output, public outreach, fundraising and student learning outcomes using the digital humanities and social media.

Presenter Bio: Dr. Robert R. Cargill (PhD 2008 UCLA, Near Eastern Languages and Cultures) is the Roger A. Hornsby Associate Professor in the Classics at the University of Iowa and Editor of Bible & Archaeology. He teaches biblical studies, Second Temple Judaism, archaeology, and ancient languages including Biblical Hebrew, Aramaic, Greek and Syriac. His recent books include Melchizedek, King of Sodom: How Scribes Invented the Biblical Priest-King (Oxford University Press, 2019) and The Cities That Built the Bible (HarperOne, 2016).

A specialist in public scholarship, you can see him regularly on CNN, History, Discovery, and Nat Geo, where he contributes and consults on shows like Nat Geo's "Writing the Dead Sea Scrolls," CNN's "Finding Jesus" and "Jerusalem: City of Faith and Fury," History's "Bible Secrets Revealed," "Jesus: His Life," "Colosseum," and "Ancient Empires," and most recently Netflix's "Mysteries of the Faith." He is a regular contributor on "History's Greatest Mysteries with Lawrence Fishburne" and "The UnXplained with William Shatner," and will soon appear in a new FoxNation documentary series about the life of Jesus tentatively titled "Crown of Thorns." He has participated in archaeological excavations at Banias, Omrit, Hazor, and at Tel Azekah with Tel Aviv University in Israel, where he has been a visiting professor.