San José State University Emeritus & Retired Faculty Association Biography

Name: Nancie Fimbel

Department: Marketing

Academic Rank: Professor

Year Retired: 2010

City of Residence: Mountain View

Facebook Page or Website URL:

Birthplace: New Jersey Birth Year: 1946

Marital Status: Married Spouse’s Name: C. Edward VanDeman

Colleges or Universities Attended: Year Degree
Univ. of Chicago (Divinity School) 1978 Ph.D. & M.A.
Columbia Univ (Teachers College) 1972 M.A.
Mount Holyoke College 1968 B.A.

Teaching Experience: From To
College of Business, SJSU 1983 1999
College of Notre Dame (now Notre Dame de Namur Univ) 1979 1983
Aurora College (now Aurora Univ) 1977 1979
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Administrative, Business, or Professional Experience (other than teaching):
Assoc. Vice Provost, Higher Colleges of Technology, United Arab Emirates
Senior Director of Advancement for the College of Business, SJSU
Interim Dean, College of Business (CoB), SJSU
Assoc. Dean, CoB, SJSU
Dir. of Graduate Programs, CoB, SJSU

Selected Publications:


"Issues Arising from Recent WASC Visiting Team Reports of Fifteen CSU Campuses," written for WASC, May 1990, 12 pages.


Personal Commentary (please limit comments to one page):
SJSU changed enormously during the years I was lucky enough to be associated with the institution (1983-2011). Computers were introduced and the University offered classes in word processing, phones became able to take voice messages, copy machines made it possible to give students current articles, and faxes enabled us to send texts instantaneously over long distances. By the time I entered administration full-time (2000), classes included streamed videos and I had experimented with teaching on-line courses, including timed on-line tests—essay as well as multiple choice—and student chat groups.
Off campus the CoB developed relationships with local corporations, holding MBA programs at Apple and FMC, for example. By the time I retired from the Advancement Division of the University (2011), we were reaching out to these same and other local businesses for funding to supplement the steep decreases in state support. Don and Sally Lucas, major donors to CoB, named the College, enabling the CoB to continue to hire the fabulous faculty who contributed to the rise of SJSU’s reputation. Other donors provided money used for enrichment programs: the Thompson international internships, the Sbona honors program, etc. The Neat Ideas Fair, the Banking Institute, the Real Estate Center plus a dozen student clubs all added depth and richness to the student experience.

And I got to see all this unfold! Wow!

**Date Completed:** January 30, 2017