

Mia Betker

Director of Operations

staging-og1.up.railway.app/p/mia_betker

Biography

Mia Betker was appointed Director of Women's Basketball Operations at Cal Poly in 2024, bringing a strong background in athletics administration, event management, and marketing to the Mustangs' staff. In her second season in this role, she has diversified her responsibilities and greatened her impact on the program. She manages all operational aspects of the program, including team travel logistics, nutrition coordination, equipment and apparel management, scheduling, and budget oversight for a roster of student-athletes, coaches, and support staff. Betker also plays an integral role in recruiting operations, alumni engagement, and fundraising initiatives, where her efforts have helped generate revenue by acquiring new program support. She also provides crucial player development both on and off the court, spearheading the program's professional mentorship program and taking pride in being a personal mentor for the student-athletes.

Before joining the women's basketball program, Betker served as Lead Administrative Assistant in Cal Poly's Office of Admissions and Recruitment. In that role, she supported large-scale university events, managed office operations, and advised prospective students and families, earning a promotion for her leadership and organizational skills. She also gained valuable experience as an Athlete Representative with the Orfalea College of Business, assisting her student-athlete peers with NIL opportunities and branding strategies. She partnered with local businesses to produce content and roll out marketing campaigns starring student-athletes who later went on to play in the NBA and NFL. She also played a pivotal role at her marketing internship with City of Hope Cancer Research Hospital where, as a freshmen in college, she contributed to brand strategy, identified critical target audiences, and awareness campaigns.

A Southern California native and proud Cal Poly alumna, Betker graduated in 2024 with a bachelor's degree in Business Administration, concentrating in Marketing Management, and a minor in Queer Studies. Her diverse professional experiences and dedication to student-athlete success position her as a key leader in advancing the operational excellence and competitive success of Cal Poly Women's Basketball. Mia is very honored to have the opportunity to give back to her alma mater in a way that not only benefits the program but also allows her to grow alongside the ever-changing landscape of college women's basketball.

"I am honored to have been personally scouted for this position by Shanele Stires and Samba Johnson. Coming from a business background, their trust in me shows how much they care about creating meaningful opportunities beyond the court. The values that are instilled in this program align so closely with my own and I take pride in upholding those them through every initiative and impact I bring to the program."
