

USC Football Recruiting Game-Day Operations

A phase-based deployment system connecting prospect hospitality, staffing, ticketing, stadium movement, and closeout.

ORGANIZATION	ROLE	PORTFOLIO SCOPE	ARTIFACT STATUS
University of Southern California Football	Recruiting Event & Operations Associate	2025–2026 recruiting cycle	Original work, sanitized

EXECUTIVE BRIEF

Recruiting weekends combined logistics and relationship-building: prospects and their families needed a polished experience while coaches, compliance, facilities, transportation, catering, security, and student staff stayed aligned. I translated that complexity into itineraries, run-of-show documents, assignments, briefing materials, and event-day controls.

45+	5	50+	6
VISITS + ACTIVATIONS	VISITS IN ONE WEEKEND	STAFF + INTERNS	GAME-DAY PHASES

OPERATING OBJECTIVE

MOVE EVERY GUEST CONFIDENTLY

Create a welcoming, compliant, and coordinated recruiting experience from first arrival through postgame departure—while giving each operating team clear ownership and escalation paths.

WHAT I COORDINATED

VISIT PLANNING Itineraries, arrival windows, hospitality, lodging, transportation, catering, and A/V requirements.	STAFF DEPLOYMENT Position assignments, briefing materials, section coverage, leaders, resets, and accountability.
GUEST OPERATIONS Registration, ticketing, nametags, wristbands, meal-payment touchpoints, and late arrivals.	CROSS-FUNCTIONAL ALIGNMENT Coaching, compliance, facilities, security, campus partners, vendors, and student staff.

From call time to reconciled closeout

The production plan was organized around operational phases rather than isolated assignments. That structure made transitions, accountability, and contingency response visible to the whole team.

01	CALL + TRANSPORT Confirm staff, credentials, vehicles, materials, and departure timing.
02	SETUP Deploy signage, registration, hospitality, payment, forms, and guest-ready materials.
03	ARRIVAL Operate ticketing and check-in; greet guests; resolve walk-ups and access needs.
04	TRANSITION Guide recruits and families from hospitality areas to assigned stadium sections.
05	GAME COVERAGE Maintain section support, hydration, hospitality, and late-arrival response.
06	POSTGAME Guide departures, recover equipment, reconcile payment activity, and confirm closeout.

DOCUMENTED EVENT-DAY ACCOUNTABILITY

TICKETING CONTINUITY Original staffing grids place me at the primary recruiting ticket position through arrival and in-game coverage.	FINANCIAL RECONCILIATION Closeout assignments document reconciliation of payment activity with the designated team lead.
GUEST TRANSITIONS Postgame deployment includes guided movement using the venue map and assigned guest pathways.	BRIEFING DISCIPLINE Schedules connected each person, position, transition point, quarter, and reset to a shared operating picture.

SELECTED PUBLIC CONTEXT

ESPN ranked USC's 2026 recruiting class No. 1 nationally. The ranking contextualizes the program environment; it is not presented as the result of one role. [Read the ESPN coverage.](#)

PORTFOLIO NOTE / Personnel names, restricted routes, credentials, and access details have been removed. The operating structure is reconstructed from original work created and executed by Niyah Nelson.