

EU Case Study ~ It's raining, it's pouring!  
Wednesday

It is move-in weekend. All the lawns are trimmed perfectly. Extra flowers have been planted. All the roads and parking lots are freshly striped. The residence halls are clean and ready. The summer was filled with residence hall renovations and improvements such as carpet, paint, and plumbing fixtures. As the students and their parents start to arrive it starts to rain heavily. The residence halls are grouped together with a wide pedestrian walkway that below ground serves as a utility corridor and above ground serves as the access point to all the halls. The rain is falling hard and fast. At the same time a 10" water main under the pedestrian walkway fails. It is not immediately apparent because the water surfacing from the break is mingling with the rain runoff. In the middle of the move-in rush a small sinkhole develops in the walkway exposing the failed waterline. Water is shooting in the air creating a geyser of sorts. Students and parents are standing at the edge of the sinkhole watching the action like it is a planned Las Vegas water show.

1. What is your plan?
2. How will teams be mobilized?
3. How will employees be engaged in this emergency?
4. What role can communication play in this initiative?
5. What cross functional, cross department, cross university alliances and relationships will be important?
6. How do utilities prepare budgets for this type of emergency?
7. What else should be considered?