

Salesforce

Exam Questions Education-Cloud-Consultant

Salesforce Certified Education Cloud Consultant Exam



NEW QUESTION 1

A private school's advancement office is looking for a fundraising solution that will create giving pages, process online donations and easily integrate with Salesforce.

Which solution should the consultant recommend?

- A. Pathways
- B. Experience Cloud
- C. Elevate
- D. Accounting Subledger

Answer: C

Explanation:

Elevate is a suite of products that helps nonprofits and educational institutions with online fundraising, payment processing, and accounting reconciliation. Elevate includes Giving Pages, Payment Services, and Accounting Subledger. Giving Pages allows organizations to create branded, mobile-friendly donation forms that can be embedded on websites or shared through email and social media. Payment Services enables secure and flexible payment processing for online donations, recurring gifts, and pledges. Accounting Subledger simplifies the process of reconciling donations and payments with the general ledger, and supports multiple currencies and tax regulations. References:

? [Salesforce.org Elevate Overview](#)

? [Salesforce.org Elevate Data Sheet](#)

? [Prepare for Your Salesforce Education Cloud Consultant Credential](#)

NEW QUESTION 2

The Student Services department wants a way for students and advisors to picture academic options more clearly and visualize degree requirements.

Which component should the consultant recommend to meet their needs?

- A. Pathways
- B. Success Plans
- C. Path

Answer: A

Explanation:

Pathways and Plan Requirements are two components that the consultant can recommend to meet the requirement of providing a way for students and advisors to picture academic options more clearly and visualize degree requirements. Pathways is a component that allows users to create and manage academic plans for students, such as majors, minors, or certificates. Pathways can help students and advisors picture academic options more clearly by showing the courses and requirements needed to complete an academic plan. Plan Requirements is a component that allows users to define and group the requirements for an academic plan, such as credits, courses, or electives. Plan Requirements can help students and advisors visualize degree requirements by showing the progress and status of each requirement for an academic plan. Success Plans and Path are not components that can meet the requirement of providing a way for students and advisors to picture academic options more clearly and visualize degree requirements. References:

? <https://www.salesforce.org/products/student-success-hub/overview/>

? <https://powerofus.force.com/s/article/SSHUB-Pathways>

? <https://powerofus.force.com/s/article/SSHUB-Plan-Requirements>

NEW QUESTION 3

A university is planning an enterprise wide implementation of the Education Data Architecture (EDA). It has asked the consultant do an analysis of standard functionality in EDA to identify additional apps it may need to purchase.

What is a standard feature of EDA?

- A. Student Advising
- B. Event Management
- C. Degree Auditing
- D. Address Management

Answer: D

Explanation:

Address Management is a standard feature of EDA that the consultant can mention as part of the analysis of standard functionality in EDA. Address Management is a feature that allows the consultant to store multiple addresses for a Contact or an Account, and specify which address is current, seasonal, or preferred.

Address Management also provides reports and dashboards that show address verification status and address changes. Student Advising, Event Management, and Degree Auditing are not standard features of EDA, but rather additional solutions or apps that may need to be purchased. References:

? <https://powerofus.force.com/s/article/EDA-Addresses>

? <https://powerofus.force.com/s/article/EDA-Data-Dictionary>

NEW QUESTION 4

An education customer is interested in participating in an open-source commons community sprint project.

Which development consideration should the constant advise?

- A. Projects are required to have at least one Salesforce staff person on the project team.
- B. Projects use CumulusCI for continuous integration and deployment.
- C. Projects must be compatible with the Education Data Architecture (EDA).

Answer: B

Explanation:

The consultant should advise that projects use CumulusCI for continuous integration and deployment, which is a tool that automates the development and release process of Salesforce applications. Projects are not required to have at least one Salesforce staff person on the project team, although they may have some Salesforce employees as contributors or advisors. Projects do not have to be compatible with the Education Data Architecture (EDA), although some projects may

use EDA as a foundation
or extension. References:
? <https://trailhead.salesforce.com/en/content/learn/modules/open-source-commons/open-source-projects>
? <https://trailhead.salesforce.com/en/content/learn/modules/cumulusci-basics>

NEW QUESTION 5

The Recruitment and Admissions office has an existing Salesforce environment they want to expand to include all of the school's operations and service. The school has asked the consultant for recommendations to ensure the expansion is efficient,, and will meet the need of new existing user. Which should the consultant recommend to meet the requirements?

- A. Create a Trailmix for new users.
- B. Build a Center of Excellence.
- C. Grant System Admin access for each department leader.
- D. Encourage users to post ideas on Chatter.

Answer: B

Explanation:

The consultant should recommend the school to build a Center of Excellence, because this can ensure that the expansion of their Salesforce environment is efficient, scalable, and will meet the needs of new and existing users. A Center of Excellence is a team or a group of teams that provide leadership, best practices, governance, and support for Salesforce within an organization. A Center of Excellence can help the school align their Salesforce strategy with their business goals, manage change and adoption, optimize performance and security, and foster innovation and collaboration. Creating a Trailmix for new users, granting System Admin access for each department leader, and encouraging users to post ideas on Chatter are not recommendations that can ensure that the expansion of the Salesforce environment is efficient, scalable, and will meet the needs of new and existing users. References:
? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf
? <https://trailhead.salesforce.com/en/content/learn/modules/center-of-excellence-basics>

NEW QUESTION 6

The director of graduate recruitment is interested in Education Cloud. Recruitment staff need to access Opportunity and Campaign Member information about students. The IT director is concerned about cost and suggests using other license types for recruitment users. What should the consultant discuss with the client?

- A. Unlimited Edition requires a full Salesforce license.
- B. Education Data Architecture requires a Community license.
- C. The business user case requires a Lightning Platform Plus license.
- D. The business user case requires a full Salesforce license.

Answer: D

Explanation:

The consultant should discuss with the client that the business user case requires a full Salesforce license, not other license types. A full Salesforce license allows users to access standard CRM functionality, such as Accounts, Contacts, Opportunities, and Campaigns. This is what the recruitment staff need to access Opportunity and Campaign Member information about students. Other license types, such as Lightning Platform or Community licenses, have limited access to CRM functionality and may not meet the business user case. References:
? https://help.salesforce.com/s/articleView?id=sf.users_license_types_available.htm&type=5
? <https://trailhead.salesforce.com/en/content/learn/modules/identity-basics/identity-basics-licenses>

NEW QUESTION 7

A university's IT department is setting up an integration between the student information system (SIS) and the Education Data Architecture (EDA). The SIS integration will send students' academic major, status, and dates. Which Salesforce object should this be mapped to?

- A. Course Connection
- B. Education History
- C. A Program Enrollment

Answer: C

Explanation:

A Program Enrollment object in EDA is used to track a student's registration in an academic program or course of study, including information such as registration dates, status, credits earned, and GPA¹. A Course Connection object is used to track a student's enrollment in a specific course offering, including information such as role, grade, and attendance². An Education History object is used to track a student's previous education records, such as schools attended, degrees earned, and test scores³. References:
? 1: Education Data Architecture Documentation - Salesforce¹
? 2: EDA Object Reference - Salesforce⁴
? 3: EDA Object Reference - Salesforce⁴

NEW QUESTION 8

University Advancement staff are required to authenticate to internal systems both by logging in with a username and password and by authenticating via an app on their phone. Which identity management feature should the consultant recommend to meet this requirement?

- A. Single sign-on
- B. Multi-factor authentication
- C. Connected apps
- D. Social sign-on

Answer: B

Explanation:

Multi-factor authentication is an identity management feature that the consultant can recommend to meet the requirement of authenticating to internal systems both by logging in with a username and password and by authenticating via an app on their phone. Multi-factor authentication is a feature that adds an extra layer of security to the login process by requiring users to verify their identity using a second factor, such as a mobile app, a security key, or an email link. Multi-factor authentication can help prevent unauthorized access and protect sensitive data. Single sign-on, connected apps, and social sign-on are not identity management features that require users to authenticate to internal systems both by logging in with a username and password and by authenticating via an app on their phone.

References:

? https://help.salesforce.com/s/articleView?id=sf.identity_mfa.htm&type=5

? https://trailhead.salesforce.com/en/content/learn/modules/identity_login/identity_login_mfa

NEW QUESTION 9

The university advancement team wants the ability to track students?? prior and current connections to other schools.

Which two object should the consultant evaluate to connect students to other educational institutions?

- A. Education History and Affiliations
- B. Relationship and Affiliations
- C. Affiliations and Program Plan

Answer: A

Explanation:

The consultant should evaluate the Education History and Affiliations objects to connect students to other educational institutions. Education History tracks the previous or current education of a Contact, such as the school name, degree, and graduation date. Affiliations track the relationship between a Contact and an Account, such as a student and a school. Relationship is an object that tracks the personal or professional connection between two Contacts, not between a Contact and an Account. Program Plan is an object that defines the requirements for completing an academic program, not the connection to a school.

References:

? https://help.salesforce.com/s/articleView?id=sf.ssh_education_history.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.ssh_affiliation.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.ssh_relationship.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.ssh_program_plan.htm&type=5

NEW QUESTION 10

A university wants a Salesforce solution that manages student applications and application reviewer assignments.

Which solution should the consultant recommend?

- A. Program Management Module
- B. Case Management
- C. Admissions Connect
- D. Student Success Hub

Answer: C

Explanation:

Admissions Connect is a solution that the consultant can recommend to meet the requirement of managing student applications and application reviewer assignments. Admissions Connect is a solution that extends EDA to meet the needs of higher education admissions and enrollment. Admissions Connect provides features such as online application management, application review, decision delivery, and reviewer assignments. The consultant can help the university configure and customize Admissions Connect to support their recruitment and admissions processes. Program Management Module, Case Management, and Student Success Hub are not solutions that can manage student applications and application reviewer assignments. References:

? <https://www.salesforce.org/products/admissions-connect/overview/>

? <https://trailhead.salesforce.com/en/content/learn/modules/admissions-connect-basics>

NEW QUESTION 10

A school is implementing Salesforce with the Education Data Architecture (EDA) to track parents and students in a community. When a contact record is created, a Community user is created leveraging Table-Driven Trigger Management (TDTM). During deployment to production, the consultant notices that only the contact record is created.

Which step should the consultant verify when troubleshooting the issue?

- A. Trigger handlers were loaded into production.
- B. The community was set to Active.
- C. Declarative automations were deployed successfully.

Answer: A

Explanation:

The consultant should verify that trigger handlers were loaded into production when troubleshooting the issue of only the contact record being created when a contact record is created and a Community user is supposed to be created leveraging Table-Driven Trigger Management (TDTM) for the school that is implementing Salesforce with EDA to track parents and students in a community. Trigger handlers are classes that contain the logic for EDA triggers and can be controlled by Trigger Handler records. Trigger handlers need to be loaded into production before deploying declarative customizations or enabling features that depend on them. The consultant should verify that trigger handlers were loaded into production by checking if the EDA_TDTM package was installed or if the Trigger Handler records were created. The community being set to Active or declarative automations being deployed successfully are not steps that the consultant should verify when troubleshooting the issue of only the contact record being created when a contact record is created and a Community user is supposed to be created leveraging TDTM for the school that is implementing Salesforce with EDA to track parents and students in a community. References:

? <https://powerofus.force.com/s/article/EDA-TDTM>

? <https://powerofus.force.com/s/article/EDA-Installation>

NEW QUESTION 11

The Recruitment and Admissions office wants to use Salesforce to track prospective students, recruitment events, student applications, digital engagement, and interactions with prospects on their mobile devices. Prospective students communicate via SMS on their mobile devices, social media, and email. Which solution should the consultant recommend?

- A. Salesforce Maps
- B. Einstein Bots
- C. Activity timeline

Answer: B

Explanation:

Einstein Bots are chatbots that can automate conversations with prospective students on various channels, such as SMS, social media, and email. They can provide information, answer questions, collect data, and hand off the conversation to a human agent if needed. Einstein Bots can help the Recruitment and Admissions office to track digital engagement and interactions with prospects on their mobile devices, and improve the student experience¹². Salesforce Maps is a location intelligence solution that helps sales and service teams optimize their territories, routes, and schedules³. Activity timeline is a feature that displays a chronological list of activities related to a record, such as calls, emails, meetings, and tasks⁴. Neither of these solutions are directly relevant to the scenario described in the question.

NEW QUESTION 13

A university's IT department and its consultant are integrating data from the Student Information System (SIS) to the Education Data Architecture (EDA). Advisors need to see a student's primary course of study. Which object in EDA indicate a student's major?

- A. Education History
- B. Relationship
- C. Program Plan Requirement
- D. Program Enrollment

Answer: D

Explanation:

Program Enrollment is an object in EDA that indicates a student's primary course of study or major. Program Enrollment is an object that represents a junction between a Contact and a Program Plan. Program Enrollment can be used to track various information about a student's course of study, such as status, start date, end date, or level. The consultant can create a Program Enrollment record for each student and associate it with their primary course of study or major. Education History, Relationship, and Program Plan Requirement are not objects in EDA that indicate a student's primary course of study or major. References:
? <https://powerofus.force.com/s/article/EDA-Program-Enrollments>
? <https://powerofus.force.com/s/article/EDA-Program-Enrollments-Create>

NEW QUESTION 18

A university wants to track the Biology 101 class for next semester. The class will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A. and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility. Which object in Education Data Architecture (EDA) should a consultant use to meet this requirement?

- A. Course Offering Schedule
- B. Time Block
- C. Program Enrollment

Answer: A

Explanation:

The consultant should use the Course Offering Schedule object in EDA to meet the requirement of tracking the Biology 101 class for next semester that will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility for the university. The Course Offering Schedule object is an object in EDA that allows users to store information about when and where a course offering is held, such as day of week, start time, end time, or location. The Course Offering Schedule object can help the consultant meet the requirement of tracking the Biology 101 class for next semester that will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility for the university by creating two Course Offering Schedule records for the Biology 101 course offering, one for the lecture sessions and one for the lab sessions, and specifying the day of week, start time, end time, and location for each record. Time Block, Program Enrollment, or Course Connection are not objects in EDA that the consultant should use to meet the requirement of tracking the Biology 101 class for next semester that will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility for the university. References:
? <https://powerofus.force.com/s/article/EDA-Course-Offering-Schedules>
? <https://powerofus.force.com/s/article/EDA-Course-Offerings>

NEW QUESTION 19

Which metric should the consultant recommend to determine whether the Implementation project is successful?

- A. Volume of emails to the office
- B. Percentage of staff logins each month
- C. Number of student phone inquiries

Answer: B

Explanation:

? Measuring Implementation Success:
? Why Percentage of Staff Logins:
? How to Track:
? Steps to Implement:
References:
? Salesforce Documentation: User Login History
? Salesforce Help: Creating Reports and Dashboards

NEW QUESTION 21

An institution wants to consolidate efforts to track online engagement for its annual Giving Day on Facebook, Twitter, and Instagram. Which solution meets this requirement?

- A. Campaign Influence
- B. Salesforce Inbox
- C. Marketing Cloud

Answer: C

Explanation:

The consultant should recommend Marketing Cloud as a solution to meet the requirement of consolidating efforts to track online engagement for its annual Giving Day on Facebook, Twitter, and Instagram for the institution. Marketing Cloud is a product that allows users to create and manage personalized and targeted marketing campaigns for customers or prospects. Marketing Cloud can help the institution consolidate efforts to track online engagement for its annual Giving Day on Facebook, Twitter, and Instagram by using features such as Social Studio, Social Listening, or Social Analytics. Campaign Influence, Salesforce Inbox, or Pardot are not solutions that can meet the requirement of consolidating efforts to track online engagement for its annual Giving Day on Facebook, Twitter, and Instagram for the institution. References:

? <https://www.salesforce.com/products/marketing-cloud/overview/>

? <https://www.salesforce.com/products/marketing-cloud/social-media-marketing/>

NEW QUESTION 24

A university is planning an enterprise-wide implementation of Education Cloud. It has asked the consultant to do an analysis of Education Cloud functionality to identify additional apps it may need to purchase.

What is a standard feature of Education Cloud?

- A. Student Advising
- B. Event Management
- C. Order Management

Answer: A

Explanation:

? Features of Student Advising:

? Implementation:

References:

? Salesforce Education Cloud Documentation: Student Success Hub

NEW QUESTION 29

A university Advancement office uses the Education data Architecture (EDA).

Which EDA functionality should the Advancement office use to track historical data for targeted outreach and donation opportunities?

- A. Affiliation
- B. Relationship
- C. Attribute

Answer: A

Explanation:

? Tracking Historical Data with EDA:

? Using Affiliations for Targeted Outreach:

? Implementation Steps:

References:

? Salesforce EDA Documentation: Affiliations

NEW QUESTION 31

A college has a standard Salesforce environment and wants to use Student Success Hub for its undergraduate advising.

What is required to use Student Success Hub?

- A. Education Data Architecture
- B. Customer Community license
- C. Pathways
- D. Field Service

Answer: A

Explanation:

Education Data Architecture (EDA) is required to use Student Success Hub for the college's undergraduate advising. EDA is a product that provides a flexible and scalable data architecture for higher education institutions to manage their student lifecycle. EDA provides objects and features such as Accounts, Contacts, Relationships, Affiliations, Attributes, or Course Connections. Student Success Hub is a solution that extends EDA to meet the needs of student services and support. Student Success Hub provides features such as Early Alerts, Success Plans, Pathways, and Advising Events. Student Success Hub requires EDA to be installed and configured in the Salesforce environment before installing Student Success Hub. A Customer Community license, Pathways, or Field Service are not required to use Student Success Hub for the college's undergraduate advising. References:

? <https://www.salesforce.org/products/education-cloud/overview/>

? <https://www.salesforce.org/products/student-success-hub/overview/>

NEW QUESTION 33

The director of advancement at a small college requests report access for a dozen alumni volunteers who will call potential donors. The volunteers will use Customer Community Plus licenses. The consultant has set up a profile for the volunteers.

What should the consultant set up so the volunteers can create and edit reports as external users?

- A. Enable the Create and Customize Reports, Report Builder, and Edit My Reports permissions on the Volunteers profile.
- B. Create a volunteer public group and a sharing rule that grants Read permissions to reports.
- C. Create a new role for the volunteers in the role hierarchy, and grant permissions to Create and Customize Reports.

Answer: C

Explanation:

To enable external users to create and edit reports, the consultant should grant them the necessary permissions on their profile. The Create and Customize Reports permission allows users to create new reports and edit existing ones. The Report Builder permission allows users to use the report builder tool to design reports. The Edit My Reports permission allows users to edit reports that they own or have access to. The consultant should enable these permissions on the Volunteers profile to meet the requirement of the director of advancement. References: [Salesforce Education Cloud Academy: Consultant Fundamentals], [Report Permissions for External Users]

NEW QUESTION 34

A university is interested in the Student Success Hub Tableau Accelerator. Which object should the consultant ensure there is data?

- A. Availability Topic
- B. Appointment attendee
- C. Behavior Incident

Answer: B

Explanation:

The consultant should ensure that there is data in the Appointment attendee object for the Student Success Hub Tableau Accelerator, because it tracks the attendance and outcomes of appointments between students and advisors. The Availability Topic object defines the topics that advisors can offer appointments for, but it does not track appointment data. The Behavior Incident object tracks the incidents and interventions related to student behavior, not appointments.

References:

- ? https://help.salesforce.com/s/articleView?id=sf.ssh_tableau_accelerator.htm&type=5
- ? https://help.salesforce.com/s/articleView?id=sf.ssh_appointment_attendee.htm&type=5
- ? https://help.salesforce.com/s/articleView?id=sf.ssh_availability_topic.htm&type=5
- ? https://help.salesforce.com/s/articleView?id=sf.ssh_behavior_incident.htm&type=5

NEW QUESTION 37

A Career Services department plans to implement Salesforce. The consultant is preparing for the discovery session with the director and advising staff. Which question should the consultant ask during the discovery session?

- A. Which users need system admin access?
- B. What is the estimated project budget?
- C. What are the success metrics for the project?

Answer: C

Explanation:

The consultant should ask about the success metrics for the project to understand the goals and expectations of the Career Services department and how to measure them. This will help the consultant design a solution that aligns with the department's vision and needs. Which users need system admin access and what is the estimated project budget are questions that can be asked later in the project planning or execution phase, not during the discovery session.

References:

- ? <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-discovery>
- ? <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-project-planning>

NEW QUESTION 38

A private school wants to use Salesforce to manage students, their parents, staff operations, and fundraising. The school wants to use the Education Data Architecture (EDA) and to create Giving Pages.

What is a compatibility consideration the consultant should discuss with the school?

- A. Accounting Subledger is installed.
- B. Elevate is incompatible with Advisor Link.
- C. Gift Entry Manager is required.
- D. Person Accounts must be enabled.

Answer: D

Explanation:

The consultant should discuss with the school that Person Accounts must be enabled as a compatibility consideration for using EDA and creating Giving Pages. Person Accounts are a feature that allows users to store information about individual people who are not associated with an Account, such as donors or applicants. Person Accounts are required for using EDA and creating Giving Pages, because they enable users to track donations and payments from individual donors.

Accounting Subledger is not installed, but rather purchased separately. Elevate is not incompatible with Advisor Link, but rather integrates with it. Gift Entry Manager is not required, but rather optional. References:

- ? https://help.salesforce.com/s/articleView?id=sf.accounts_person_behavior.htm&type=5
- ? <https://www.salesforce.org/wp-content/uploads/2020/08/Elevate-and-Giving-Pages.pdf>

NEW QUESTION 40

The Dean of the Business school has a dashboard that displays the application yield by program, geographic distribution of applicants, and recruitment pipeline. The Dean wants the same reports for program directors. Sharing settings have been configured so program directors can only see recruitment and application information for their own program.

How can the consultant meet the business requirement?

- A. Check the Let Dashboard Viewers Choose Whom They View the Dashboard As on the Dean's dashboard.
- B. Set View Dashboard As to the Dean and share it with program directors.
- C. Add a dashboard filter to the Dean's dashboard and save it to All Folders.
- D. Set View Dashboard As to the dashboard viewer and share it with program directors.

Answer: D

Explanation:

The consultant can meet the business requirement by setting View Dashboard As to the dashboard viewer and sharing it with program directors. This will allow the program directors to see the same reports as the Dean, but filtered by their own program, based on the sharing settings. Checking the Let Dashboard Viewers Choose Whom They View the Dashboard As on the Dean's dashboard, setting View Dashboard As to the Dean and sharing it with program directors, and adding a dashboard filter to the Dean's dashboard and saving it to All Folders are not options that can meet the business requirement. References:

? https://help.salesforce.com/s/articleView?id=sf.dashboards_running_user.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.dashboards_dynamic_filters.htm&type=5

NEW QUESTION 41

A school of engineering is interested in Salesforce. There are several other Salesforce environments across the university with varying degrees of usage and configuration. The university is largely decentralized where schools operate independently of each other and often in silos. There is high turnover in staff and leadership.

Which Salesforce environment strategy should the consultant recommend?

- A. The school of engineering should have its own Salesforce environment.
- B. The university should consolidate all of the Salesforce environments.
- C. The school of engineering should initiate a Center of Excellence (CoE).

Answer: A

Explanation:

The consultant should recommend that the school of engineering should have its own Salesforce environment as a Salesforce environment strategy for the school of engineering that is interested in Salesforce and there are several other Salesforce environments across the university with varying degrees of usage and configuration, the university is largely decentralized where schools operate independently of each other and often in silos, and there is high turnover in staff and leadership. A Salesforce environment is an instance of Salesforce that contains a set of data, metadata, features, or configurations. The school of engineering should have its own Salesforce environment as a Salesforce environment strategy for the school of engineering that is interested in Salesforce and there are several other Salesforce environments across the university with varying degrees of usage and configuration, the university is largely decentralized where schools operate independently of each other and often in silos, and there is high turnover in staff and leadership by having more control, flexibility, and autonomy over their own data, metadata, features, or configurations without being affected by or affecting other schools' environments. The university should not consolidate all of the Salesforce environments, the school of engineering should not initiate a Center of Excellence (CoE), or the school of engineering should not share an existing Salesforce environment with another school as a Salesforce environment strategy for the school of engineering that is interested in Salesforce and there are several other Salesforce environments across the university with varying degrees of usage and configuration, the university is largely decentralized where schools operate independently of each other and often in silos, and there is high turnover in staff and leadership. References:

? <https://help.salesforce.com/s/articleView?id=sf.environments.htm&type=5>

? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

NEW QUESTION 43

The new director of Admissions plans to use Salesforce for its recruitment and admissions process. The director wants to increase the school's ranking and application yield by 15%.

The President's Office and dean are supportive and ready to launch the project. What should the consultant confirm?

- A. The director has end-user support for the project.
- B. The director has leadership support for the project.
- C. The project has a specific vision.
- D. The project has a measurable goal.

Answer: A

Explanation:

The consultant should confirm that the director has end-user support for the project, because this is a key factor for a successful implementation. End-user support means that the people who will use Salesforce on a daily basis are involved in the project, provide feedback, receive training, and adopt the new system. The other options are already given in the scenario, so they do not need to be confirmed by the consultant. References:

? <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-basics-key-stakeholders>

? <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-basics-change-management>

NEW QUESTION 44

A university joined the Open Source Commons & Community Sprints group in the Power of Us Hub. However, they were unable to find current or past Open Source Commons projects that meet their needs.

Which additional Power of Us Hub group can the consultant recommend so the university can find and collaborate on current open source projects?

- A. Sector: Higher Education
- B. SFDO Major Release Announcements
- C. SFDO Open Source Contributors
- D. CumulusCI (CCI)

Answer: C

Explanation:

The SFDO Open Source Contributors group in the Power of Us Hub is an additional group that the consultant can recommend so the university can find and collaborate on current open source projects. The SFDO Open Source Contributors group is a group that connects users who are interested in contributing to or learning from open source projects that are supported by Salesforce.org. The SFDO Open Source Contributors group provides access to resources, events, discussions, and opportunities related to various open source projects, such as EDA, NPSP, CumulusCI, or Metecho. The Sector: Higher Education, SFDO Major Release Announcements, and CumulusCI (CCI) groups in the Power of Us Hub are not groups that can help the university find and collaborate on current open source projects. References:

? <https://powerofus.force.com/s/group/0F980000000CjQOCA0/sfdo-open-source-contributors>

? <https://www.salesforce.org/open-source-commons/>

NEW QUESTION 45

A high school recently implemented the K-12 Architecture Kit and wants to track student absences from class and midyear grades.

Which two objects should the consultant use to address these requirements? Choose 2 answers.

- A. Behavior Involvement
- B. Program Enrollment
- C. Term Grade
- D. Attendance Event

Answer: CD

Explanation:

Term Grade and Attendance Event are two objects that the consultant should use to address the requirements of tracking student absences from class and midyear grades. Term Grade is an object that stores the grades that a student receives for a course offering in a specific term. Attendance Event is an object that stores information about a student's attendance or absence for a course offering or a course connection. Behavior Involvement and Program Enrollment are not objects that can track student absences from class and midyear grades. References:

? <https://powerofus.force.com/s/article/K12-Architecture-Kit-Data-Dictionary>

? <https://powerofus.force.com/s/article/K12-Architecture-Kit-Term-Grades>

? <https://powerofus.force.com/s/article/K12-Architecture-Kit-Attendance>

NEW QUESTION 50

A large university is planning to release a new recruitment and admissions solution using Salesforce. The university is closely evaluating a launch window in conjunction with the campus calendar.

Where should the university confirm the Salesforce product release dates that could impact the timeline?

- A. Trailhead
- B. Salesforce Trust website
- C. Setup Menu
- D. partner Community

Answer: B

Explanation:

The university can confirm the Salesforce product release dates that could impact the timeline on the Salesforce Trust website. The Salesforce Trust website provides information about the maintenance schedule, release calendar, and release readiness for Salesforce products. The university can use this information to plan their launch window in conjunction with the campus calendar. Trailhead, Setup Menu, and Partner Community are not places where the university can confirm the Salesforce product release dates. References:

? <https://status.salesforce.com/products/all/maintenances>

? <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-release-readiness-strategies>

NEW QUESTION 55

A university to use Salesforce for its recruitment and admissions process and needs to integrate it with the Student Information System (SIS).

Which step should the consultant take initially?

- A. Identify Integration layers.
- B. Disable Trigger Handler records.
- C. Use the Data Import Wizard.

Answer: A

Explanation:

The first step that the consultant should take when integrating Salesforce with the Student Information System (SIS) is to identify the integration layers, which are the components that define how data is exchanged between the systems, such as the data model, the data format, the data transport, and the data security. This will help the consultant understand the scope and complexity of the integration project and choose the appropriate tools and methods. Disabling Trigger Handler records and using the Data Import Wizard are steps that can be taken later in the project execution or testing phase, not initially. References:

? <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-integrations>

? https://help.salesforce.com/s/articleView?id=sf.data_loader_disable_triggers_workflow.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.data_importer.htm&type=5

NEW QUESTION 57

A university's Study Abroad office is getting ready to implement Salesforce to streamline internal processes. In the past, most of the work was done using spreadsheets and paper. The office is unsure of which metrics to use to determine whether the implementation project is successful.

Which metric should the consultant recommend?

- A. Number of student phone inquiries
- B. Percentage of staff logins each month
- C. Volume of emails to the office

Answer: B

Explanation:

The percentage of staff logins each month is a metric that the consultant can recommend to measure the success of the Salesforce implementation project for the Study Abroad office. This metric can indicate the level of user adoption, satisfaction, and engagement with the new system, as well as the effectiveness of the training and change management strategies. A high percentage of staff logins each month can show that the staff are using Salesforce regularly and consistently to streamline their internal processes, such as managing student applications, tracking program status, and communicating with partners.

The number of student phone inquiries and the volume of emails to the office are not valid metrics for this scenario, as they do not reflect the impact of the Salesforce implementation on the internal processes of the Study Abroad office. These metrics may be influenced by other factors, such as the demand for study abroad programs, the quality of the website and marketing materials, and the availability and responsiveness of the staff. These metrics may also not capture the efficiency and accuracy of the data and workflows that Salesforce can provide.

NEW QUESTION 62

Which object should be configured for all student and support staff interactions, activities, and assigned support staff?

- A. Relationships
- B. Account
- C. Case
- D. Advising Pools

Answer: C

Explanation:

Case is an object that should be configured for all student and support staff interactions, activities, and assigned support staff. Case is an object that represents a request or an issue that requires resolution or assistance from an organization. Case can be used to track various information about a student's request or issue, such as status, priority, category, or resolution. The consultant can configure Case for all student and support staff interactions, activities, and assigned support staff using features such as Case Assignment Rules, Case Escalation Rules, or Case Teams. Relationships, Account, and Advising Pools are not objects that should be configured for all student and support staff interactions, activities, and assigned support staff. References:

? https://help.salesforce.com/s/articleView?id=sf.cases_overview.htm&type=5

? https://trailhead.salesforce.com/en/content/learn/modules/service_basics/service_basics_cases

NEW QUESTION 65

The director of retention wants to use Advisor Link to track early alerts, help students schedule appointments with their advisers, and create program plans.

Which two options are required to use Advisor Link? Choose 2 answers.

- A. Person Accounts
- B. Customer Community Plus
- C. Lightning Scheduler
- D. Education Data Architecture

Answer: BD

Explanation:

Customer Community Plus and Education Data Architecture (EDA) are two options that are required to use Advisor Link. Customer Community Plus is a license type that enables users to access Advisor Link features such as early alerts, appointments, and program plans from a portal. EDA is a data model that provides the foundation for Advisor Link and other education solutions. Person Accounts and Lightning Scheduler are not required to use Advisor Link. References:

? https://help.salesforce.com/s/articleView?id=sf.eda_advisor_link_requirements.htm&type=5

? <https://www.salesforce.org/advisor-link/>

NEW QUESTION 70

A consultant is setting up Student Success Hub for a university. A Contact record has already been created for a student.

Which two steps should a consultant take to set up a student in Student Success Hub? Choose 2 answers

- A. Create a Student Case record.
- B. Create a User record.
- C. Create a Household Account record.
- D. Create an Administrative Account record.

Answer: AD

Explanation:

The consultant should create a Student Case record and an Administrative Account record to set up a student in Student Success Hub. Student Case is an object that represents a student's request for assistance or support from an advisor or a counselor. Student Case can be used to track various information about a student's issue, such as status, priority, category, or resolution. The consultant should create a Student Case record for each student who needs assistance or support from Student Success Hub. Administrative Account is an account model that allows users to store information about individuals who are related to an educational institution, such as students, faculty, staff, or alumni. Administrative Account can be used to track various information about an individual, such as name, email, phone, or address. The consultant should create an Administrative Account record for each student who is enrolled in the educational institution. Creating a User record or a Household Account record are not steps to set up a student in Student Success Hub. References:

? <https://www.salesforce.org/products/student-success-hub/overview/>

? <https://powerofus.force.com/s/article/SSHUB-Student-Cases>

? <https://powerofus.force.com/s/article/EDA-Accounts>

NEW QUESTION 74

A large university integrates over one million student Contact records from its Student Information System (SIS) The university has adopted the Education Data Architecture (EDA) Administrative account Records in Salesforce is Integration User.

What should the consultant discuss with the university?

- A. API call limits
- B. Ownership data skew
- C. Account data skew
- D. OAuth token limits

Answer: B

Explanation:

Ownership data skew is what the consultant should discuss with the university, because it is a potential performance issue that can occur when a large number of records are owned by a single user. In this case, the Integration User owns over one million Contact records, which can cause slow or failed queries, reports, or list views. The consultant should advise the university to distribute the ownership of the records among multiple users or queues to avoid ownership data skew. API call limits, account data skew, and OAuth token limits are not relevant to this scenario. References:

? https://help.salesforce.com/s/articleView?id=sf.data_skew_ownership.htm&type=5

? <https://developer.salesforce.com/blogs/engineering/2012/04/avoid-account-data-skew-for-peak-performance.html>

NEW QUESTION 75

A university has hired a consultant to help it plan the campus's enterprise roadmap for Salesforce. The CIO wants to use a single. Salesforce org across the university and is interested in learning more about the Education Data Architecture (EDA). The university has two existing Salesforce orgs, one uses Person Accounts, and the other org uses a custom data architecture. What should the consultant do first to assess the situation?

- A. Submit a Salesforce Support case to merge orgs.
- B. Install EDA into one of the production environments.
- C. Document solution requirements from the groups involved.
- D. Create a new Salesforce org using EDA as the foundation.

Answer: C

Explanation:

The first thing that the consultant should do to assess the situation is to document solution requirements from the groups involved. This will help the consultant understand the current state, pain points, goals, and needs of each group that uses or will use Salesforce, and how they relate to each other. This will also help the consultant determine whether EDA is a suitable solution for all groups, or whether some customization or integration is needed. Submitting a Salesforce Support case to merge orgs, installing EDA into one of the production environments, and creating a new Salesforce org using EDA as the foundation are not good first steps, because they do not involve gathering requirements from the stakeholders, and they may cause data loss or disruption. References:

? <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-basics-discovery>

? <https://powerofus.force.com/s/article/EDA-Migrate>

NEW QUESTION 80

The director of finance needs a solution that aligns pledges and donations captured in Salesforce with Gift Entry Manager (GEM) with the institution's finance system.

Which solution should the consultant recommend to meet the requirement?

- A. Use the Bulk API.
- B. Use Salesforce Connect.
- C. Install Accounting Subledger.
- D. Install Outbound Fund Module.

Answer: C

Explanation:

Accounting Subledger is a solution that the consultant can recommend to align pledges and donations captured in Salesforce with GEM with the institution's finance system. Accounting Subledger allows the institution to create accounting-ready data from Salesforce and export it to their finance system. Accounting Subledger also provides reports and dashboards that show the reconciliation status and discrepancies between Salesforce and the finance system. Using the Bulk API, using Salesforce Connect, and installing Outbound Fund Module are not solutions that can align pledges and donations captured in Salesforce with GEM with the institution's finance system. References:

? <https://www.salesforce.org/nonprofit/accounting-subledger/>

? <https://www.salesforce.org/wp-content/uploads/2020/08/Accounting-Subledger-Data-Sheet.pdf>

NEW QUESTION 85

An Advancement office is evaluating the automation capabilities of the Education Data Architecture (EDA). The office needs to be able to identify inactive addresses and have them sync to the contact record.

How should the consultant meet this requirement?

- A. Set the inactive address on the Contact record through integration.
- B. Select the "Inactive" checkbox on the Address record.
- C. Develop a custom trigger to update the Contact record.

Answer: B

Explanation:

The Education Data Architecture (EDA) provides a feature to track and manage multiple addresses for contacts and accounts using the Address object¹. The Address object has a field called `Inactive` that indicates whether the address is currently in use or not². By selecting the `Inactive` checkbox on the Address record, the consultant can mark the address as inactive and have it sync to the contact record. The contact record will then show the inactive address in the Mailing Address field, with a strike-through line to indicate that it is no longer valid³.

Setting the inactive address on the contact record through integration is not a recommended solution, as it would bypass the EDA address management feature and create inconsistency between the contact and address records. Developing a custom trigger to update the contact record is also not necessary, as EDA already provides a built-in mechanism to handle inactive addresses using the Address object.

References:

? 1: Understand Addresses in EDA - Salesforce

? 2: EDA Object Reference - Salesforce

? 3: Manage Simple Changes to Address Records - Salesforce

NEW QUESTION 90

During the requirements gathering phase, the academic staff stated that students are independent of any Account or Company. The staff requested that the Contact's Account field be blank and hidden on the page layout.

What is the impact of creating a Contact without a parent Account?

- A. Contacts are private only to the record owner, and inaccessible to other users.
- B. Contacts are at risk of ownership data skew, which may result in performance issues.
- C. Contacts will require manually creating a related Affiliation record to enable sharing, adding more complexity.
- D. Contacts are public to all users, potentially sharing sensitive data.

Answer: D

Explanation:

The impact of creating a Contact without a parent Account is that Contacts are public to all users, potentially sharing sensitive data. This is because Contacts without a parent Account are considered as private contacts, and they do not follow the sharing rules of the Account object. Private contacts are visible to all users in the same role or above, regardless of the Contact owner or the organization-wide default settings. This can expose sensitive student information to users who should not have access to it. Contacts without a parent Account are not private only to the record owner, at risk of ownership data skew, or require manually creating a related Affiliation record to enable sharing. References:

? https://help.salesforce.com/s/articleView?id=sf.contacts_parent.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.contacts_sharing_considerations.htm&type=5

NEW QUESTION 92

A college is replacing its legacy system with the Education Data Architecture (EDA). The consultant is working on the data migration and needs to map available classes.

Which EDA object indicates a class is available for a given term?

- A. Course Connection
- B. Attendance Event
- C. Time Block
- D. Course Offering

Answer: D

Explanation:

Course Offering is an EDA object that indicates a class is available for a given term. Course Offering is an object that represents a specific instance of a course that is offered during a term. Course Offering can be used to track various information about a class, such as name, code, capacity, faculty, location, or schedule. The consultant can create a Course Offering record for each class that is available for a given term and associate it with the Term object. Course Connection, Attendance Event, and Time Block are not EDA objects that indicate a class is available for a given term. References:

? <https://powerofus.force.com/s/article/EDA-Course-Offerings>

? <https://powerofus.force.com/s/article/EDA-Course-Offerings-Create>

NEW QUESTION 93

A university system purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. The university needs to track students both as individuals and as part of a household. The Recruitment and Admissions office also wants to track events, the event locations, and the event vendors.

Which account model should the consultant recommend?

- A. Education Data Architecture (EDA) Account Model
- B. Person Account Model
- C. Standard Account Model

Answer: A

Explanation:

The consultant should recommend the Education Data Architecture (EDA) Account Model as the account model for the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. The EDA Account Model is an account model that allows users to store information about individuals or organizations that are related to an educational institution, such as students, parents, faculty, staff, alumni, or donors. The EDA Account Model can help the university system track students both as individuals and as part of a household using features such as Contacts, Accounts, Relationships, or Affiliations. The EDA Account Model can also help the Recruitment and Admissions office track events, the event locations, and the event vendors using features such as Campaigns or Campaign Members. The Person Account Model and the Standard Account Model are not account models that can meet the requirements of the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system.

References:

? <https://powerofus.force.com/s/article/EDA-Accounts>

? <https://powerofus.force.com/s/article/EDA-Campaigns>

NEW QUESTION 97

Where can a customer find more information on Salesforce open-source and community sprint information?

- A. Trust.salesforce.com
- B. Trailblazer Community
- C. Partner Community

Answer: B

Explanation:

The customer can find more information on Salesforce open-source and community sprint information on Trailblazer Community. Trailblazer Community is a platform that connects Salesforce customers, partners, employees, and enthusiasts to learn, share, and collaborate on Salesforce topics and projects. Trailblazer Community provides information on Salesforce open-source and community sprint events, such as dates, locations, agendas, or registration links. The customer can also join groups, forums, or blogs related to Salesforce open-source and community sprint topics on Trailblazer Community. Trust.salesforce.com, Partner Community, or AppExchange are not platforms where the customer can find more information on Salesforce open-source and community sprint information.

References:

? <https://trailhead.salesforce.com/en/content/learn/modules/trailblazer-community-basics>

? <https://trailblazercommunitygroups.com/sprints/>

NEW QUESTION 100

An elementary school plans to implement the K-12 Architecture Kit in a new org. The school wants to be able to send SMS messengers to parents.

Which solution should the consultant recommend to meet the requirement?

- A. Parbot
- B. Social Studio
- C. Education Data Architecture
- D. App on the AppExchange

Answer: D

Explanation:

An app on the AppExchange is a solution that the consultant can recommend to meet the requirement of sending SMS messages to parents. An app on the AppExchange is an application that provides additional features and solutions for Salesforce. There are many apps on the AppExchange that offer SMS messaging capabilities, such as sending and receiving text messages, automating SMS campaigns, and tracking SMS analytics. The consultant can help the elementary school choose an app that meets their needs and budget. Pardot, Social Studio, and Education Data Architecture are not solutions that can send SMS messages to parents. References:

? <https://appexchange.salesforce.com/appxStore?type=App&keyword=sms>

? https://trailhead.salesforce.com/en/content/learn/modules/appexchange_basics

NEW QUESTION 101

The IT department at a university has asked its consultant to build a Salesforce integration strategy.

Which integration consideration should the consultant outline?

- A. Data element
- B. Salesforce license type
- C. Sandbox environment

Answer: A

Explanation:

The consultant should outline data element as an integration consideration when building a Salesforce integration strategy for the IT department at a university. Data element is an integration consideration that refers to the type, format, quality, or volume of data that will be exchanged between systems. The consultant should outline data element as an integration consideration when building a Salesforce integration strategy for the IT department at a university by identifying what data needs to be integrated, how it will be transformed or mapped, how it will be validated or cleansed, or how it will be stored or archived. Salesforce license type, sandbox environment, or security model are not integration considerations that the consultant should outline when building a Salesforce integration strategy for the IT department at a university. References:

? https://trailhead.salesforce.com/en/content/learn/modules/api_basics/api_basics_data

? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

NEW QUESTION 106

A help desk at a large university wants to track and measure average resolution times and escalations associated with student requests for password resets.

Which solution should a consultant recommend?

- A. Salesforce Identity
- B. Digital Engagement
- C. Einstein Next Best Action
- D. Service Cloud

Answer: D

Explanation:

Service Cloud is a solution that the consultant can recommend to track and measure average resolution times and escalations associated with student requests for password resets. Service Cloud allows the help desk to create, manage, and resolve cases that represent student issues or problems. Service Cloud also provides reports and dashboards that show key metrics such as resolution time, escalation rate, and customer satisfaction. Salesforce Identity, Digital Engagement, and Einstein Next Best Action are not solutions that can track and measure average resolution times and escalations associated with student requests for password resets. References:

? <https://www.salesforce.com/products/service-cloud/overview/>

? https://trailhead.salesforce.com/en/content/learn/modules/service_cloud_basics

NEW QUESTION 109

University Investment Services (UIS) is an internal department that manages the university endowment through financial investments. It operates independently of the university and only works with investment companies and financial institutions. UIS is interested in a CRM that will track investment companies, and its company Contacts, Leads, Opportunities, and Activities.

Which solution should the consultant recommend?

- A. Sales Cloud
- B. Heroku
- C. Education Data Architecture
- D. Financial Services Cloud

Answer: A

Explanation:

Sales Cloud is a CRM solution that helps sales teams manage their sales processes, from lead generation to closing deals. Sales Cloud can track investment companies and their contacts, leads, opportunities, and activities, as well as provide reports and dashboards to monitor performance and revenue. Sales Cloud can also integrate with other Salesforce products, such as Marketing Cloud and Service Cloud, to create a unified customer experience. Sales Cloud is suitable for UIS because it operates independently of the university and does not need the specific features of Education Cloud or Financial Services Cloud, which are designed for higher education institutions and financial services providers, respectively. Heroku is a cloud platform that allows developers to build, run, and scale applications, but it is not a CRM solution by itself. References: [Sales Cloud Overview], [Sales Cloud Features], [Sales Cloud Pricing]

NEW QUESTION 110

A system admin plans to load data into Salesforce in the following order. Team, Course, Course offering, and Account.

What should the consultant discuss with the system admin?

- A. Account is a required field for Team.
- B. There is a risk of account data skew.
- C. There is a risk of lookup data skew.

Answer: C

Explanation:

There is a risk of lookup data skew when loading data into Salesforce in the order of Team, Course, Course Offering, and Account, because the Team object has a lookup relationship to the Account object, and many Team records may reference the same Account record. This can cause performance issues when querying or updating the data. Account is not a required field for Team, and there is no risk of account data skew, which occurs when a single user owns a large number of Account records. References:

? https://help.salesforce.com/s/articleView?id=sf.data_loader_lookup_skew.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.data_loader_account_skew.htm&type=5

? <https://powerofus.force.com/s/article/EDA-Team>

NEW QUESTION 111

Major gift officers at an institution are feeling overwhelmed by the large set of portfolios they have to manage. They want to send mass emails to constituents in their territories and automate donor prospect prioritization based on engagement and specified criteria.

Which solution should a consultant recommend?

- A. Account Engagement
- B. Salesforce Engage
- C. Salesforce Inbox

Answer: C

Explanation:

Salesforce Inbox is a solution that a consultant can recommend to major gift officers who want to send mass emails to constituents in their territories and automate donor prospect prioritization based on engagement and specified criteria. Salesforce Inbox integrates email and calendar with Salesforce, allowing users to track email opens, clicks, and replies, sync events and tasks, and create and update records from their inbox. Salesforce Inbox also supports Einstein Activity Capture, which automatically logs email and calendar activity to the relevant records in Salesforce, and Einstein Lead Scoring, which assigns a score to each lead based on their profile and behavior². Salesforce Inbox can help major gift officers save time, increase productivity, and focus on the most promising prospects. Account Engagement and Salesforce Engage are not valid solutions for this scenario. Account Engagement is a feature of Education Cloud that allows users to score and grade accounts based on their engagement and fit with the institution³. However, Account Engagement does not support mass email or automation of donor prospect prioritization. Salesforce Engage is a feature of Pardot that allows users to send personalized emails to prospects and track their interactions⁴. However, Salesforce Engage is not designed for nonprofit or education use cases, and it requires a Pardot license.

NEW QUESTION 113

A university plans to use a sandbox for staff training. Since sandbox environments contain personal information, the university needs a solution that will keep sensitive information anonymous.

What should the consultant recommend to ensure that student information remains private?

- A. Salesforce Data Mask
- B. Formula Fields
- C. Event Monitoring
- D. Salesforce Shield

Answer: A

Explanation:

Salesforce Data Mask is a solution that the consultant can recommend to ensure that student information remains private in a sandbox environment. Salesforce Data Mask allows the consultant to anonymize or delete sensitive data in a sandbox, such as names, emails, phone numbers, and addresses. Salesforce Data Mask also preserves the data relationships and functionality, so the sandbox can still be used for staff training. Formula Fields, Event Monitoring, and Salesforce Shield are not solutions that can keep sensitive information anonymous in a sandbox. References:

? https://help.salesforce.com/s/articleView?id=sf.data_mask.htm&type=5

? <https://www.salesforce.com/products/platform/features/data-mask/>

NEW QUESTION 114

The director of advising wants to better understand why students are meeting with their advisors.

Which Advisor Link Feature should the consultant include in a report?

- A. Success Plan Type
- B. Alert Reason
- C. Appointment Topic
- D. Case Status

Answer: C

Explanation:

Appointment Topic is an Advisor Link feature that the consultant should include in a report to better understand why students are meeting with their advisors.

Appointment Topic is a field on the Appointment object that indicates the reason or subject of the meeting. Success Plan Type, Alert Reason, and Case Status are not Advisor Link features that show why students are meeting with their advisors. References:

? https://help.salesforce.com/s/articleView?id=sf.eda_appointment_topic.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.eda_advisor_link_reports.htm&type=5

NEW QUESTION 118

An institution has centralized email communications for alumni. Departments across the university should only be able to view their team's content.

What should a consultant recommend to meet this requirement?

- A. Salesforce Data Management Platform
- B. Einstein Account-Based Marketing
- C. Pardot Business Unit
- D. Marketing Cloud Business Unit

Answer: D

Explanation:

Marketing Cloud Business Unit is a solution that the consultant can recommend to meet the requirement of centralizing email communications for alumni and allowing departments across the university to only view their team's content. Marketing Cloud Business Unit is a feature that allows users to segment their Marketing Cloud account into separate units based on different criteria, such as brands, regions, products, or teams. Marketing Cloud Business Unit can be used to control access to data, content, subscribers, reports, and settings for each unit. Marketing Cloud Business Unit can help the university create a centralized email communication strategy for alumni while maintaining data security and visibility for each department. Salesforce Data Management Platform, Einstein Account-Based Marketing, and Pardot Business Unit are not solutions that can meet the requirement of centralizing email communications for alumni and allowing departments across the university to only view their team's content. References:

? https://help.salesforce.com/s/articleView?id=sf.mc_overview_business_units.htm&type=5

? <https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-basics/marketing-cloud-basics-business-units>

NEW QUESTION 121

A university's IT department uses a version control-based process for its system development and enhancement. The department wants to test the new features the consultant has configured in a dedicated, short term Salesforce environment.

What should the consultant use to meet the requirement?

- A. Scratch org
- B. Developer Edition org
- C. Full sandbox
- D. Partial Copy sandbox

Answer: A

Explanation:

A scratch org is a dedicated, short term Salesforce environment that the consultant can use to test the new features they have configured in a version control-based process. A scratch org is a source-driven and disposable deployment of Salesforce code and metadata. A scratch org is fully configurable, allowing the consultant to emulate different Salesforce editions and features. A Developer Edition org, a full sandbox, and a partial copy sandbox are not dedicated, short term Salesforce environments that can be used in a version control-based process. References:

? https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_scratch_orgs.htm

? <https://trailhead.salesforce.com/en/content/learn/modules/scratch-orgs>

NEW QUESTION 126

Advisors at a university send follow-up emails to each of then assigned students. The advisors want to use Student Success Hub to enable this process.

Which solution should a consultant implement?

- A. Queue Management
- B. Mass Actions
- C. Alerts

Answer: B

Explanation:

Mass Actions allow advisors to send follow-up emails to multiple students at once from the Student Success Hub. Queue Management is a feature that helps advisors prioritize their tasks and appointments, not send emails. Alerts are notifications that appear on the Student Success Hub to inform advisors of important events or actions, not send emails. References:

? https://help.salesforce.com/s/articleView?id=sf.advisor_link_mass_actions.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.advisor_link_queue_management.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.advisor_link_alerts.htm&type=5

NEW QUESTION 131

The Executive Education department uses Salesforce to track sales of custom education programs to corporations and organizations. The department director needs to know the pipeline of custom programs.

How should the consultant meet this business requirement?

- A. Create custom report type.
- B. Use an Opportunity report.
- C. Set up an Affiliations report.
- D. Configure a list view.

Answer: B

Explanation:

The consultant should use an Opportunity report to meet the business requirement of showing the pipeline of custom programs for the Executive Education department. An Opportunity report is a type of report that shows information about Opportunities, such as amount, stage, probability, or close date. An Opportunity report can help the department director know the pipeline of custom programs by showing the distribution and performance of Opportunities by various criteria, such as program type, account, or owner. Creating a custom report type, setting up an Affiliations report, or configuring a list view are not ways to meet the business requirement of showing the pipeline of custom programs for the Executive Education department. References:

? https://help.salesforce.com/s/articleView?id=sf.reports_standard_opp.htm&type=5

? https://trailhead.salesforce.com/en/content/learn/modules/reports_dashboards/reports_dashboards_funnel

NEW QUESTION 135

A university's Advancement office plans to implement the Education Data Architecture to manage its alumni, donors, and supporters. The university wants to set up a system default that will automatically create a family record when a Contact record is created by staff members.

Which Default Account Model should the consultant recommend?

- A. Household
- B. Administrative

- C. Educational Institution
- D. Person

Answer: A

Explanation:

The consultant should recommend Household as the Default Account Model for the university's Advancement office that plans to implement EDA to manage its alumni, donors, and supporters. Household is an account model that allows users to store information about individuals who are related by family or household relationships, such as spouses or siblings. Household can be used to track various information about an individual or a family unit, such as name, email, phone, address, or total household income. The consultant can help the university set up Household as the Default Account Model in EDA Settings so that a family record will be automatically created when a Contact record is created by staff members. Administrative, Educational Institution, and Person are not account models that can meet the requirement of setting up a system default that will automatically create a family record when a Contact record is created by staff members.

References:

? <https://powerofus.force.com/s/article/EDA-Accounts>

? <https://powerofus.force.com/s/article/EDA-Settings>

NEW QUESTION 137

The Advancements Office wants Salesforce to automatically create a supporters' score based on their donation amount, giving capacity, giving history, and relationship type to the university.

Which Salesforce solution should the consultant recommend?

- A. Tableau CRM
- B. Nonprofit Success Pack
- C. Einstein Prediction Builder
- D. Insights Platform Data Integrity

Answer: C

Explanation:

Einstein Prediction Builder is a Salesforce solution that the consultant can recommend to automatically create a supporters' score based on their donation amount, giving capacity, giving history, and relationship type to the university. Einstein Prediction Builder allows the consultant to create custom predictive models without code, using fields from any object as inputs and outputs. Tableau CRM, Nonprofit Success Pack, and Insights Platform Data Integrity are not Salesforce solutions that can create a supporters' score based on the given criteria. References:

? https://help.salesforce.com/s/articleView?id=sf.bi_prediction_builder_overview.htm&type=5

? https://trailhead.salesforce.com/en/content/learn/modules/prediction_builder_basics

NEW QUESTION 140

A consultant is considering disabling certain configurations to optimize the data import of a large volume of student records into a university's Salesforce environment with the Education Data.

Which configuration should the consultant retain during the data import?

- A. Workflow rules
- B. Sharing rules
- C. Role hierarchy

Answer: B

Explanation:

The consultant should retain sharing rules during the data import because they control the access and visibility of records based on criteria such as record ownership, role hierarchy, or field values. Disabling sharing rules may cause data security or privacy issues. Workflow rules and role hierarchy are configurations that can be disabled during the data import to improve performance and avoid errors or conflicts. References:

? https://help.salesforce.com/s/articleView?id=sf.data_loader_disable_triggers_workflow.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.data_loader_sharing_rules.htm&type=5

NEW QUESTION 145

The Accessible Education office needs to track accommodations made for students disability and accessibility needs.

How should the consultant design the Salesforce environment to meet the requirement?

- A. Use the Behavior Response object.
- B. Leverage the Attribute object.
- C. Configure a custom object.
- D. Create custom fields on the Contact object.

Answer: B

Explanation:

The consultant should design the Salesforce environment to meet the requirement of tracking accommodations made for students' disability and accessibility needs by leveraging the Attribute object. The Attribute object is an object in EDA that allows users to store information about a Contact's characteristics, preferences, or needs, such as language, ethnicity, or disability. The consultant can leverage the Attribute object to track accommodations made for students' disability and accessibility needs by creating Attribute records for each student and associating them with their Contact records. Using the Behavior Response object, configuring a custom object, or creating custom fields on the Contact object are not ways to design the Salesforce environment to meet the requirement of tracking accommodations made for students' disability and accessibility needs. References:

? <https://powerofus.force.com/s/article/EDA-Attributes>

? <https://powerofus.force.com/s/article/EDA-Attributes-Create>

NEW QUESTION 148

A university plans to implement Advisor Link for approximately 90,000 students. The university needs to populate data from the student information system (SIS) to Salesforce. The data exported from SIS needs to be automatically modified to correspond to values in Salesforce.

Which integration approach should the consultant recommend?

- A. Lightning Connect
- B. Salesforce Data Import Wizard
- C. ETL tool
- D. Salesforce Data Loader

Answer: C

Explanation:

An ETL tool is an integration approach that the consultant should recommend to populate data from the SIS to Salesforce, and automatically modify the data to correspond to values in Salesforce. An ETL tool is a software application that can extract, transform, and load data from one system to another. An ETL tool can perform data transformations such as mapping, filtering, sorting, and aggregating, to ensure that the data from the SIS matches the values in Salesforce. Lightning Connect, Salesforce Data Import Wizard, and Salesforce Data Loader are not integration approaches that can automatically modify the data to correspond to values in Salesforce. References:

? https://developer.salesforce.com/docs/atlas.en-us.integration_patterns_and_practices.meta/integration_patterns_and_practices/integ_pat_what_is_etl.htm

? <https://trailhead.salesforce.com/en/content/learn/modules/data-integration-strategies>

NEW QUESTION 150

Recruitment Staff want to use their university login when accessing Salesforce.
Which identity management feature should the consultant use?

- A. Named Credentials
- B. Two-factor Authentication
- C. Social Sign-On
- D. Single Sign-On

Answer: D

Explanation:

Single Sign-On (SSO) is an identity management feature that allows users to log in to Salesforce using their university login credentials. SSO simplifies the login process and reduces the need for multiple passwords. Named Credentials, Two-factor Authentication, and Social Sign-On are not identity management features that allow users to use their university login when accessing Salesforce. References:

? https://help.salesforce.com/s/articleView?id=sf.identity_sso.htm&type=5

? https://trailhead.salesforce.com/en/content/learn/modules/identity_basics/identity_basics_sso

NEW QUESTION 155

University Investment Services (UIS) is an internal department that manages the university endowment through financial investments. It operates independently of the university and only works with investment companies and financial institutions. UIS is interested in a CRM that will track investment companies, its company Contacts, Leads, Opportunities, and Activities.
Which solution should the consultant recommend?

- A. Sales Cloud
- B. Education Data Architecture
- C. Financial Services Cloud

Answer: C

Explanation:

Financial Services Cloud is a Salesforce solution that is designed for the financial services industry, including wealth and asset management, banking, and insurance¹. Financial Services Cloud provides features and functionality that are tailored to the needs of UIS, such as:

? Tracking investment companies and their contacts as financial accounts and account members².

? Managing leads, opportunities, and activities with standard Salesforce objects and tools³.

? Leveraging Einstein AI to surface insights and recommendations for investment opportunities⁴.

? Integrating with core financial systems and data sources using prebuilt connectors and accelerators⁵.

Sales Cloud is a general-purpose CRM solution that does not have the specific features and functionality for the financial services industry⁶. Education Data Architecture (EDA) is a Salesforce solution that is designed for the education sector, including K-12 and higher education institutions⁷. EDA does not have the specific features and functionality for the financial services industry either.

References:

? ¹: Financial Services Cloud Overview - Salesforce⁸

? ²: Financial Services Cloud Data Model - Salesforce

? ³: Financial Services Cloud User Guide - Salesforce

? ⁴: Einstein for Financial Services Cloud - Salesforce

? ⁵: Financial Services Cloud Integration Guide - Salesforce

? ⁶: Sales Cloud Overview - Salesforce

? ⁷: Education Data Architecture Overview - Salesforce

NEW QUESTION 158

Which best practice should a consultant recommend to promote utilization of Salesforce in an Education Cloud deployment?

- A. Use Chatter to publicly recognize early adopters.
- B. Send a sponsor engagement communication.
- C. Enable Salesforce Celebration in Path.
- D. Create a Slack group on the day of deployment.

Answer: A

Explanation:

Chatter is a collaboration tool that allows users to share information, files, and feedback with each other. It can also be used to publicly recognize and reward early adopters who are using Salesforce effectively and demonstrating best practices. This can help motivate other users to adopt Salesforce and increase their engagement and productivity. Chatter can also facilitate peer-to-peer learning and support among users, as well as provide feedback and insights to the project team and sponsors. References:

? Education Cloud Basics - Unit 5: Drive Adoption and Measure Success
? Salesforce Help: Chatter Overview

NEW QUESTION 160

A university needs to track details about a student's registration in an academic program or course of study, including information about registration dates, status, and credits earned.

Which object in the Education Data Architecture (EDA) contains this type of summary academic data?

- A. Course Offering
- B. Program Enrollment
- C. Program Plan

Answer: B

Explanation:

A Program Enrollment object in EDA contains summary academic data for a student's registration in an academic program or course of study, such as registration dates, status, credits earned, and GPA¹. A Course Offering object represents a specific instance of a course that is offered during a term or semester². A Program Plan object defines the requirements and structure of an academic program or course of study³. References:

? 1: Education Data Architecture Documentation - Salesforce¹

? 2: EDA Object Reference - Salesforce⁴

? 3: EDA Object Reference - Salesforce⁴

NEW QUESTION 161

The IT department is determining its integration needs between a Salesforce implementation, its Student Information System (SIS), and its housing system. All students contact information is sourced in the SIS. Students are required to report on-campus and off-campus housing mailing information into the SIS.

What is the integration direction between the systems?

- A. One-way integration with Salesforce to the housing system
- B. One-way integration with the housing system to Salesforce
- C. One-way integration with to the SIS to Salesforce
- D. One-way integration with Salesforce to the SIS

Answer: C

Explanation:

The integration direction between the systems is one-way integration from the SIS to Salesforce for the IT department that is determining its integration needs between a Salesforce implementation, its SIS, and its housing system. One-way integration is a type of integration that allows data to flow in one direction from a source system to a destination system. The SIS is the source system and Salesforce is the destination system for the contact information and the housing mailing information of the students. The IT department should set up a one-way integration from the SIS to Salesforce to ensure that the data is consistent and accurate in both systems. One-way integration with Salesforce to the housing system, one-way integration with the housing system to Salesforce, or one-way integration with Salesforce to the SIS are not correct integration directions between the systems. References:

? https://trailhead.salesforce.com/en/content/learn/modules/api_basics/api_basics_introduction

? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

NEW QUESTION 163

A school district needs to track special education student grades, attendance, and program enrollments and capture e-signatures from parents and legal guardians.

Which two solutions should the consultant recommend to meet the requirement? Choose 2 answers.

- A. Salesforce CPQ
- B. K-12 Architecture Kit
- C. Third-party application
- D. Nonprofit Success Pack

Answer: BC

Explanation:

The K-12 Architecture Kit and a third-party application are two solutions that the consultant can recommend to meet the requirement of tracking special education student grades, attendance, and program enrollments and capturing e-signatures from parents and legal guardians. The K-12 Architecture Kit is a solution that extends EDA to meet the needs of K-12 schools. The K-12 Architecture Kit provides objects and features to track student information, such as grades, attendance, and program enrollments. A third-party application is an application that provides additional features and solutions for Salesforce. There are many third-party applications on the AppExchange that offer e-signature capabilities, such as capturing, sending, and storing signed documents. The consultant can help the school district choose an app that meets their needs and budget. Salesforce CPQ, Financial Service Cloud, and Nonprofit Success Pack are not solutions that can meet the requirement of tracking special education student grades, attendance, and program enrollments and capturing e-signatures from parents and legal guardians.

References:

? <https://powerofus.force.com/s/article/K12-Architecture-Kit>

? <https://appexchange.salesforce.com/appxStore?type=App&keyword=e-signature>

? https://trailhead.salesforce.com/en/content/learn/modules/k12_architecture_kit_basics

NEW QUESTION 168

A college plans to implement Student Success Hub and wants to configure Pathways to support students in their academic journey.

What should be considered when implementing Pathways?

- A. There is a limit to the number of Plan Requirement records.
- B. Pathways uses Program Plan and Plan Requirement records.
- C. There are only two levels of Program Plan requirements in Pathways.

Answer: B

Explanation:

The college should consider that Pathways uses Program Plan and Plan Requirement records when implementing Pathways to support students in their academic journey. Pathways is a feature in Student Success Hub that allows users to create and manage personalized learning plans for students based on their goals and interests. Pathways uses Program Plan and Plan Requirement records to define the structure and requirements of a learning plan, such as courses, credits, or milestones. The college should consider that Pathways uses Program Plan and Plan Requirement records when implementing Pathways to support students in their academic journey by configuring and customizing these records to match their academic programs and policies. There is a limit to the number of Plan Requirement records or there are only two levels of Program Plan requirements in Pathways are not things that the college should consider when implementing Pathways to support students in their academic journey. References:

? <https://www.salesforce.org/products/student-success-hub/overview/>

? <https://powerofus.force.com/s/article/SSHUB-Pathways>

NEW QUESTION 172

An elementary school district has evaluated Nonprofit Success Pack and now wants to evaluate the K-12 Architecture Kit. Which action should the consultant take?

- A. Install the K-12 Architecture Kit from the AppExchange.
- B. Start a new K-12 Architecture Kit trial.
- C. Make K-12 Architecture Kit record types available to profiles.
- D. Install the K-12 Architecture Kit from GitHub.

Answer: D

Explanation:

The consultant should install the K-12 Architecture Kit from GitHub to evaluate it for the school district. GitHub is a platform that hosts code repositories and allows users to collaborate on software development projects. The K-12 Architecture Kit is a solution that extends EDA to meet the needs of K-12 schools. The K-12 Architecture Kit provides objects and features to track student information, such as grades, attendance, and program enrollments. The K-12 Architecture Kit is not available on the AppExchange, but rather on GitHub as an open source project that users can install and customize. Installing the K-12 Architecture Kit from the AppExchange, starting a new K-12 Architecture Kit trial, or making K-12 Architecture Kit record types available to profiles are not actions that the consultant can take to evaluate it for the school district. References:

? <https://github.com/SalesforceFoundation/k12-architecture-kit>

? <https://powerofus.force.com/s/article/K12-Architecture-Kit>

NEW QUESTION 177

The Advancement team at a large university needs a solution for digitization volunteer events. Currently, the team manages volunteer opportunities and shift sign-ups using multiple spreadsheets. Which solution should a consultant recommend?

- A. Event Monitoring
- B. A third-party app
- C. Process Builder

Answer: B

Explanation:

A third-party app can provide a solution for managing volunteer events, such as Volunteerforce or HandsOn Connect, which are available on the AppExchange. Event Monitoring is a feature that tracks user activity and performance, not volunteer events. Process Builder is a tool that automates business processes, not event management. References:

? <https://trailhead.salesforce.com/en/content/learn/modules/volunteer-management-basics>

? https://help.salesforce.com/s/articleView?id=sf.event_monitoring.htm&type=5

? https://help.salesforce.com/s/articleView?id=sf.process_overview.htm&type=5

NEW QUESTION 179

A university Advancement office wants to track school historical data for tagged outreach and donation opportunities. Which Education Data Architecture functionality should the consultant recommend?

- A. Education History
- B. Program Plan
- C. Attribute
- D. Relationship

Answer: A

Explanation:

Education History is an EDA functionality that the consultant can recommend to track school historical data for tagged outreach and donation opportunities.

Education History is a feature that allows the consultant to store information about a Contact's previous or current education at an educational institution.

Education History can be used to track various types of information, such as school name, degree, major, minor, class year, or sports team. The consultant can use Education History to segment and target alumni based on their school historical data. Program Plan, Attribute, and Relationship are not EDA functionalities that can track school historical data for tagged outreach and donation opportunities. References:

? <https://powerofus.force.com/s/article/EDA-Education-History>

? <https://powerofus.force.com/s/article/EDA-Education-History-Create>

NEW QUESTION 183

A university completed its first implementation of Salesforce. The university wants to deliver additional functionality in smaller units through an iterative process. New functions will be enhanced and refined based on feedback. Which approach should the consultant recommend?

- A. Agile
- B. Work Breakdown Structure
- C. Waterfall

Answer: A

Explanation:

The consultant should recommend Agile as an approach to deliver additional functionality in smaller units through an iterative process for the university that completed its first implementation of Salesforce. Agile is a project management methodology that focuses on delivering value to customers in short and frequent iterations, incorporating feedback and changes along the way. Agile can help the university deliver additional functionality in smaller units through an iterative process by using features such as user stories, sprints, or scrum meetings. Work Breakdown Structure and Waterfall are not approaches that can deliver additional functionality in smaller units through an iterative process for the university that completed its first implementation of Salesforce. References:

? <https://trailhead.salesforce.com/en/content/learn/modules/agile-basics>

? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

NEW QUESTION 184

The School of Engineering is interested in a Salesforce email marketing tool that scores email activity from campaigns and mass communications, as well as individual emails sent from recruiters. Recruiters want the flexibility to send emails from their Outlook account or from Salesforce. The marketing director wants recruiters to use branded email templates.

Which solution should the consultant recommend?

- A. Email Studio and Salesforce Inbox
- B. Account Engagement and Salesforce Engage
- C. Account Engagement and Salesforce Inbox

Answer: A

Explanation:

Email Studio is a Salesforce email marketing tool that allows users to create, send, and track personalized email campaigns and mass communications¹. Email Studio also provides features such as email scoring, which measures the engagement level of each email recipient based on their actions, such as opening, clicking, or unsubscribing². Salesforce Inbox is a Salesforce tool that integrates email applications such as Outlook with Salesforce, allowing users to access CRM data and features from their email inbox³. Salesforce Inbox also enables users to send emails from their Outlook account or from Salesforce using branded email templates⁴.

Account Engagement is a Salesforce tool that provides insights and recommendations for sales reps to engage with their accounts based on AI analysis of email activity, web activity, and CRM data⁵. However, Account Engagement is not an email marketing tool that can score email activity from campaigns and mass communications. Salesforce Engage is a Salesforce tool that allows users to create personalized email campaigns using Marketing Cloud templates and track the responses in real time⁶. However, Salesforce Engage does not integrate with Outlook or allow users to send emails from their email inbox.

References:

? 1: Email Studio Overview - Salesforce

? 2: Email Scoring Basics - Salesforce

? 3: Salesforce Inbox Overview - Salesforce

? 4: Use Email Templates in Inbox - Salesforce

? 5: Account Engagement Overview - Salesforce

? 6: Engage Campaigns Overview - Salesforce

NEW QUESTION 187

An Admissions office is interested in evaluating historical trends of its applicants to get greater insights on its applications yield and melt.

What should the consultant advise?

- A. Leverage the existing sample reports.
- B. Use the Admissions Connect Tableau Accelerator.
- C. Create a custom report type.

Answer: B

Explanation:

The consultant should advise to use the Admissions Connect Tableau Accelerator to evaluate historical trends of its applicants and get greater insights on its applications yield and melt for the Admissions office. The Admissions Connect Tableau Accelerator is a tool that provides pre-built dashboards and reports for Admissions Connect users to analyze their data and metrics. The Admissions Connect Tableau Accelerator can help the Admissions office evaluate historical trends of its applicants and get greater insights on its applications yield and melt by using features such as funnel analysis, cohort analysis, or geographic analysis. Leveraging the existing sample reports, creating a custom report type, or using Data Studio to process old data are not ways to evaluate historical trends of its applicants and get greater insights on its applications yield and melt for the Admissions office. References:

? <https://www.salesforce.org/products/admissions-connect/overview/>

? <https://www.salesforce.org/wp-content/uploads/2021/06/Salesforce.org-Admissions-Connect-Tableau-Accelerator.pdf>

NEW QUESTION 190

The Marketing department at a college emails former students twice a year informing them of upcoming fundraising events. The department is concerned about the number of bounced emails it receives.

Which solution should the Marketing team consider that will enable former students to update their email address?

- A. social Studio
- B. experience Cloud
- C. Salesforce Engage
- D. Salesforce Inbox

Answer: B

Explanation:

Experience Cloud is a solution that the Marketing team can consider that will enable former students to update their email address. Experience Cloud allows the college to create a branded online community where former students can log in, view and edit their profile information, and interact with other alumni. Experience Cloud also integrates with Salesforce, so any changes made by the former students in the community will be reflected in their Contact records. Social Studio, Salesforce Engage, and Salesforce Inbox are not solutions that can enable former students to update their email address. References:

? <https://www.salesforce.com/products/experience-cloud/overview/>

? https://trailhead.salesforce.com/en/content/learn/modules/community_rollout_impl/community_rollout_impl_basics

NEW QUESTION 195

The Alumni Association is interested in using Education Cloud to support its operations. The association track alumni interested board networking activities, and manages fundraising.

Which two Education Cloud considerations should the consultant discuss with the Association?

Choose 2 answers.

- A. Configure Relationships to track alumni connections.
- B. Use Grants Management to track alumni scholarships.
- C. Install Insights Platform to understand alumni data.
- D. Leverage a third-party app to support event management.

Answer: AD

Explanation:

The consultant should discuss with the Association how they can configure Relationships to track alumni connections, and leverage a third-party app to support event management, as two Education Cloud considerations. Relationships is a feature that allows the Association to create and manage connections between Contacts in EDA. Relationships can be used to track various types of connections, such as family, friends, mentors, or board members. A third-party app is an application that provides additional features and solutions for Salesforce. There are many third-party apps on the AppExchange that offer event management capabilities, such as registration pages, ticketing, and agenda-building. The consultant can help the Association choose an app that meets their needs and budget. Using Grants Management to track alumni scholarships, or installing Insights Platform to understand alumni data, are not Education Cloud considerations that the consultant should discuss with the Association. References:

? <https://powerofus.force.com/s/article/EDA-Relationships>

? <https://appexchange.salesforce.com/appxStore?type=App&keyword=event%20management>

NEW QUESTION 197

The Admissions office sends 25 email 10 students slarty. The Director of needs to manage cohorts of prospective students and automate personalized emails.

Which two solutions should the consultant recommend to meet the requirement? Choose 2 answers

- A. Journey Builder
- B. Salesforce Campaigns
- C. Datarama
- D. Salesforce Inbox

Answer: AB

Explanation:

The consultant should recommend Journey Builder and Salesforce Campaigns to meet the requirement of managing cohorts of prospective students and automating personalized emails. Journey Builder is a tool that allows users to design and automate customer journeys across channels, such as email, mobile, social, and web. Salesforce Campaigns is a feature that helps users track and measure the effectiveness of marketing initiatives, such as email campaigns, events, webinars, etc. By using Journey Builder and Salesforce Campaigns together, the Admissions office can create and execute targeted email campaigns for different segments of prospective students, based on their interests, preferences, behaviors, and interactions. The email campaigns can also be personalized with dynamic content, such as student names, program names, deadlines, etc. Additionally, the Admissions office can monitor and analyze the performance of the email campaigns, such as open rates, click rates, conversions, etc., and optimize them accordingly. References: Journey Builder Basics, Salesforce Campaigns, Create and Send Targeted Email Campaigns

NEW QUESTION 199

A college is interested in best practice and tips on Salesforce data foverance. Which resource should the consultant recommend?

- A. IdeaExchange
- B. Trailblazer Community
- C. Partner Community
- D. AppExchange

Answer: B

Explanation:

The Trailblazer Community is a resource that the consultant can recommend for best practices and tips on Salesforce data governance. The Trailblazer Community is an online platform where customers can connect with other Salesforce users, experts, and partners, and share their knowledge and experience. The Trailblazer Community also provides access to groups, events, blogs, webinars, and resources related to various topics, including data governance. The IdeaExchange, the Partner Community, and the AppExchange are not resources that provide best practices and tips on Salesforce data governance. References:

? <https://trailblazer.salesforce.com/>

? https://trailhead.salesforce.com/en/content/learn/modules/trailblazer_community_basics

NEW QUESTION 201

The intellectual Property department at a research university needs to manage the institution's patents. The department does not serve students and has a B2B business process.

Which account mode! should the constant recommend?

- A. Household Account Model
- B. administrative Account Model
- C. Standard account Model

Answer: C

Explanation:

The consultant should recommend the Standard account model for the Intellectual Property department, because it allows them to use the standard Account and Contact objects to manage their B2B business process, without creating additional records or relationships. The Household account model and the Administrative account model are designed for managing B2C or educational relationships, not B2B. References:

? <https://powerofus.force.com/s/article/EDA-Account-Model>

? <https://help.salesforce.com/s/articleView?id=sf.account.htm&type=5>

NEW QUESTION 206

A consultant is working with a university in Spain that will be using the Education Data Architecture (EDA).

Which of these considerations about translating EDA into Spanish should the consultant discuss with the university?

- A. EDA picklist values are restricted to the organization's default language.
- B. EDA picklist values for reciprocal Relationships need to be translated manually.
- C. Spanish is a platform-only language in EDA.

Answer: B

Explanation:

The consultant should discuss with the university that EDA picklist values for reciprocal Relationships need to be translated manually as a consideration about translating EDA into Spanish when using EDA. Translating EDA into Spanish means changing the language of EDA objects, fields, labels, or values into Spanish. EDA picklist values for reciprocal Relationships need to be translated manually as a consideration about translating EDA into Spanish when using EDA because these picklist values are not automatically translated by Salesforce's Translation Workbench tool and require manual intervention. The consultant should discuss with the university that EDA picklist values for reciprocal Relationships need to be translated manually as a consideration about translating EDA into Spanish when using EDA by explaining how to use custom labels or formula fields to translate these picklist values into Spanish. EDA picklist values are restricted to the organization's default language or Spanish is a platform-only language in EDA are not considerations about translating EDA into Spanish when using EDA.

References:

? <https://powerofus.force.com/s/article/EDA-Relationships>

? <https://powerofus.force.com/s/article/EDA-Translate-Picklists>

NEW QUESTION 207

A college wants to create a resource for its Center of Excellence (CoE) where users can vote on suggestions and

What should a consultant create to meet the requirement?

- A. Public Group
- B. Success Team
- C. Chatter group
- D. Queue

Answer: C

Explanation:

A Chatter group is what the consultant should create to meet the requirement of creating a resource for the CoE where users can vote on suggestions and collaborate with each other. A Chatter group is a feature that allows users to share ideas, files, polls, and events with a specific set of people. Users can also like and comment on posts, and follow topics and people in a Chatter group. A Public Group, a Success Team, and a Queue are not features that can create a resource for the CoE where users can vote on suggestions and collaborate with each other. References:

? https://help.salesforce.com/s/articleView?id=sf.collab_groups_overview.htm&type=5

? https://trailhead.salesforce.com/en/content/learn/modules/chatter_basics/chatter_basics_groups

NEW QUESTION 210

The Director of Advising wants to understand what students say are the most common reasons for scheduling advising appointments.

What should the consultant include in a report to meet the requirement?

- A. Case Reason
- B. Appointment Topic
- C. Alert Reason

Answer: B

Explanation:

? Understanding Student Advising Reasons:

? Reporting on Appointment Topics:

? Steps to Create the Report: References:

? Salesforce Documentation: Creating Reports and Dashboards

NEW QUESTION 215

A college is using Salesforce to support its recruitment and admissions processes. The college will need to have an online application form, automated bot service, and online application management.

Which two solutions should the consultant recommend? Choose 2 answers

- A. Third-party form builder app
- B. Digital Engagement
- C. Interaction Studio
- D. Admissions Connect

Answer: AD

Explanation:

A third-party form builder app and Admissions Connect are two solutions that the consultant can recommend to meet the requirement of having an online application form, automated bot service, and online application management. A third-party form builder app is an application that provides additional features and solutions for Salesforce. There are many third-party form builder apps on the AppExchange that offer online form creation and submission capabilities, such as web forms, surveys, or quizzes, and capturing data from them in Salesforce. The consultant can help the college choose an app that meets their needs and budget. Admissions Connect is a solution that extends EDA to meet the needs of higher education admissions and enrollment. Admissions Connect provides features such as automated bot service, online application management, application review, and decision delivery. Digital Engagement and Interaction Studio are not solutions that can meet the requirement of having an online application form, automated bot service, and online application management. References:

? <https://appexchange.salesforce.com/appxStore?type=App&keyword=form%20builder>
? <https://www.salesforce.org/products/admissions-connect/overview/>
? <https://trailhead.salesforce.com/en/content/learn/modules/admissions-connect-basics>

NEW QUESTION 220

A university wants to use Education Cloud for student Advertising and support services.
After enabling Education Cloud and Student Success, what should the consultant do next to set up the org?

- A. Turn on Care Plans
- B. Enable Academia operations.
- C. Check the permission set licenses.

Answer: C

Explanation:

? Enabling Education Cloud and Student Success Hub: Once Education Cloud and Student Success Hub are enabled, the next critical step is ensuring that the correct permission sets and licenses are in place.
? Permission Set Licenses: Permission set licenses are crucial as they determine the specific features and functionalities that users can access within Salesforce. Ensuring the right permissions are granted helps in managing data access and user roles effectively.
? Configuration Steps:
? Assigning Permission Sets:
? Validation: Ensure that users have the correct access by logging in as a user and checking if they can see and interact with the necessary components of Education Cloud.
References:
? Salesforce Education Cloud Documentation: Salesforce Help: Permission Set Licenses

NEW QUESTION 222

A consultant is working with a customer who already uses Salesforce and wants to install the Education Data Architecture (EDA). The consultant has confirmed that EDA can work in the customer's existing environment.
Which location should the consultant visit to install EDA in the existing environment?

- A. Trailhead
- B. Partner Community
- C. Salesforce AppExchange

Answer: C

Explanation:

The Salesforce AppExchange is the location that the consultant should visit to install EDA in the existing environment. The Salesforce AppExchange is an online marketplace where customers can find, try, and install apps, components, and packages that extend the functionality of Salesforce. EDA is listed as a free app for education customers on the Salesforce AppExchange. The consultant can use the EDA installer page, which is a web-based tool that allows the consultant to log in to the desired org, validate the pre-install requirements, and install EDA with a few clicks. The EDA installer page can be accessed from the Salesforce AppExchange or from the direct link2.

NEW QUESTION 224

A university has a Study Abroad office that is required to collect student documentation such as visa, passport, vaccinations, and other information. The university is using a spreadsheet to manage this information, and wants to track it in Salesforce.
Which EDA object should a consultant use to meet this requirement?

- A. Program Plan
- B. Success Team
- C. Attribute
- D. Affiliation

Answer: C

Explanation:

Attribute is an EDA object that the consultant should use to meet the requirement of tracking student documentation such as visa, passport, vaccinations, and other information. Attribute is an object that stores additional information about a student or an applicant that is not captured by other EDA objects. Attribute can be used to track various types of information, such as test scores, languages, hobbies, certifications, and documents. Program Plan, Success Team, and Affiliation are not EDA objects that can store student documentation. References:
? <https://powerofus.force.com/s/article/EDA-Attributes>
? <https://powerofus.force.com/s/article/EDA-Data-Dictionary>

NEW QUESTION 225

A college is planning an advancement campaign and wants to create a report using Cross Filters that segments business school alumni by Household who work for Fortune 500??
Which report should the consultant create to meet the requirement?

- A. Contact and Account report
- B. Contact and Affrications report
- C. Contact and Relationships report

Answer: A

Explanation:

A Contact and Account report can be used to segment business school alumni by Household who work for Fortune 500 companies using Cross Filters. The report can filter Contacts by their Primary Affiliation to the business school and their Household Account Name, and then use a Cross Filter to show Accounts with Account Type equals Fortune 500. A Contact and Affiliations report can show the affiliation details of Contacts, but not their Household information. A Contact and

Relationships report can show the relationship details of Contacts, but not their Account Type. References:

? https://help.salesforce.com/s/articleView?id=sf.reports_cross_filters.htm&type=5

? <https://powerofus.force.com/s/article/EDA-Reports>

NEW QUESTION 226

A Recruitment department wants to centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp. Which solution should the consultant recommend?

- A. Slack
- B. Admissions Connect
- C. Student Success Bots

Answer: B

Explanation:

The consultant should recommend Admissions Connect as a solution to centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp for the Recruitment department. Admissions Connect is a product that allows users to manage the entire student recruitment and admissions lifecycle, from prospecting to enrollment. Admissions Connect can help the Recruitment department centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp by using features such as Campaigns, Applications, Application Reviews, or OmniStudio. The consultant can also leverage other tools such as Marketing Cloud or Social Studio to integrate Admissions Connect with social channels like WhatsApp. Slack, Student Success Bots, or Einstein Bots are not solutions that can centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp for the Recruitment department. References:

? <https://www.salesforce.org/products/admissions-connect/overview/>

? <https://www.salesforce.org/wp-content/uploads/2021/06/Salesforce.org-Admissions-Connect-Tableau-Accelerator.pdf>

NEW QUESTION 229

A university providers corporate training options to local businesses. The university wants to offer a seamless experience to students and allow them to select and purchase available courses.

Which solution should the consultant recommend to meet the requirement?

- A. Salesforce CPQ
- B. Financial Service Cloud
- C. Salesforce File
- D. A third-party app

Answer: D

Explanation:

A third-party app is a solution that the consultant can recommend to meet the requirement of offering a seamless experience to students and allowing them to select and purchase available courses. A third-party app is an application that provides additional features and solutions for Salesforce. There are many third-party apps on the AppExchange that offer e-commerce and online learning capabilities, such as course catalog, shopping cart, payment processing, and course delivery. The consultant can help the university choose an app that meets their needs and budget. Salesforce CPQ, Financial Service Cloud, and Salesforce Files are not solutions that can offer a seamless experience to students and allow them to select and purchase available courses. References:

? <https://appexchange.salesforce.com/appxStore?type=App&keyword=e-commerce>

? <https://appexchange.salesforce.com/appxStore?type=App&keyword=online%20learning>

NEW QUESTION 233

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