

Exam Questions Education-Cloud-Consultant

Salesforce Certified Education Cloud Consultant Exam

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NEW QUESTION 1

An Admissions Department is evaluating data analytics tools to help determine the likelihood that accepted students will enroll at its school. Which solution should the consultant recommend?

- A. Advisor Link Pathways
- B. Tableau Prep Builder
- C. Einstein Next Best Action
- D. Einstein Prediction Builder

Answer: D

Explanation:

Einstein Prediction Builder is a solution that the consultant can recommend to help the Admissions Department determine the likelihood that accepted students will enroll at its school. Einstein Prediction Builder is a feature that allows users to create custom predictions based on their Salesforce data, using artificial intelligence. Einstein Prediction Builder can be used to predict various outcomes, such as churn, retention, conversion, or enrollment. The Admissions Department can use Einstein Prediction Builder to create a prediction field on the Opportunity object that indicates the probability of an accepted student enrolling at the school. Advisor Link Pathways, Tableau Prep Builder, and Einstein Next Best Action are not solutions that can help the Admissions Department determine the likelihood that accepted students will enroll at its school. References:

- ? https://help.salesforce.com/s/articleView?id=sf.einstein_prediction_builder.htm&type=5
- ? [https://trailhead.salesforce.com/en/content/learn/modules/einstein_prediction_build er_basics](https://trailhead.salesforce.com/en/content/learn/modules/einstein_prediction_builder_basics)

NEW QUESTION 2

A university is implementing a student community and rolling it out to 20,000 students. The IT manager is concerned about the large increase in users accessing the system at any one time.

Which step should the consultant recommend?

- A. Use a third-party testing automation tool.
- B. Develop a Performance Testing Strategy.
- C. Log a case with Salesforce Support to increase limits.

Answer: B

Explanation:

The step that the consultant should recommend to the IT manager who is concerned about the large increase in users accessing the student community at any one time is B. Develop a Performance Testing Strategy¹. This is because a performance testing strategy can help the IT manager to plan, execute, and analyze tests that measure the system's performance, scalability, reliability, and availability under various user loads and scenarios. A performance testing strategy can also help the IT manager to identify and resolve any performance issues or bottlenecks before the student community goes live, and to ensure that the system meets the expected service level agreements and user satisfaction².

A. Use a third-party testing automation tool and C. Log a case with Salesforce Support to increase limits are not valid steps for this scenario. Using a third-party testing automation tool may be a part of the performance testing strategy, but it is not a step by itself. The IT manager needs to define the objectives, scope, approach, tools, and metrics of the performance testing strategy before choosing and using a testing automation tool². Logging a case with Salesforce Support to increase limits may be a possible action that the IT manager can take after conducting the performance testing and analyzing the results, but it is not a step that the consultant should recommend before the testing. The IT manager needs to determine the current and expected system capacity, throughput, response time, and resource utilization before requesting any limit increases from Salesforce Support³.

NEW QUESTION 3

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 4

The university Development office wants to present social media ads to constituents who demonstrate low engagement in email campaigns. The department uses Marketing Cloud Corporate Edition for Campaign management.

Which Marketing Cloud product should the consultant recommend?

- A. Advertising Studio
- B. Social Studio
- C. Interaction Studio
- D. Email Studio

Answer: A

Explanation:

Advertising Studio is a Marketing Cloud product that the consultant can recommend to help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns. Advertising Studio is a product that allows users to create and manage advertising campaigns on various social media platforms, such as Facebook, Instagram, Twitter, or LinkedIn. Advertising Studio also integrates with Marketing Cloud Corporate Edition, so users can leverage their email subscriber data to target and retarget audiences with relevant ads. Social Studio, Interaction Studio, and Email Studio are not Marketing Cloud products that can help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns.

NEW QUESTION 5

A school district is reopening after global pandemic. It has an existing Salesforce org configured with the K-12 Architecture kit. The school district wants to leverage Work.com Command Center for schools in its existing org. What should the consultant advise?

- A. Work.com Command Center operates in a separate org.
- B. Install Work.com Command Center in existing org.
- C. Leverage Student Success Hub.
- D. Use third-party app from AppExchange.

Answer: B

Explanation:

The consultant should advise the school district to install Work.com Command Center in their existing org, because this can help them leverage Work.com Command Center for schools in their existing org. Work.com Command Center is a solution that helps organizations manage their reopening and recovery efforts after a global pandemic. Work.com Command Center for schools is a specific configuration of Work.com Command Center that helps schools monitor student and staff wellness, attendance, and engagement. Work.com Command Center can be installed in an existing org as a managed package from the AppExchange. Work.com Command Center does not operate in a separate org, nor does it require leveraging Student Success Hub or using a third-party app from AppExchange. References:

- ? <https://www.salesforce.org/workdotcom/>
- ? <https://www.salesforce.org/wp-content/uploads/2020/08/WorkDotCom-for-Schools.pdf>
- ? <https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000FMkZCUA1>

NEW QUESTION 6

Why might key stakeholders participate in a Center of Excellence?

- A. It standardizes the data definitions.
- B. It ensures data is owned by one group.
- C. It ensures feature requests will be implemented.

Answer: A

Explanation:

The consultant should explain that one of the reasons why key stakeholders might participate in a Center of Excellence is that it standardizes the data definitions for the university. A Center of Excellence is a group of people who provide leadership, guidance, and best practices for a specific area or domain. A Center of Excellence can help standardize the data definitions for the university by creating and maintaining a common vocabulary and understanding of what data means, how it is used, or how it is measured across different departments or units. Standardizing the data definitions can help improve data quality, consistency, and accuracy for the university. It ensures data is owned by one group or it ensures feature requests will be implemented are not reasons why key stakeholders might participate in a Center of Excellence for the university. References:

- ? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf
- ? <https://trailhead.salesforce.com/en/content/learn/modules/org-change-management>

NEW QUESTION 7

A university uses the Education Data Architecture (EDA) to manage its prospective and current students. The student Contact Mailing Address fields and records are populated in Salesforce through an integration with an external system. What should the consultant recommend?

- A. Disable address-related Trigger Handler records.
- B. Disable all EDA and custom Trigger Handler records.
- C. Set record-level trigger firing based on the Account record type.
- D. Set the Default Account Model to Administrative.

Answer: A

Explanation:

The consultant should recommend to disable address-related Trigger Handler records for the university that uses EDA to manage its prospective and current students and has the student Contact Mailing Address fields and records populated in Salesforce through an integration with an external system. Trigger Handler records are records that control the behavior of EDA triggers and can be disabled or enabled as needed. Disabling address-related Trigger Handler records can help prevent duplicate or conflicting address records from being created or updated by EDA when the student Contact Mailing Address fields and records are populated in Salesforce through an integration with an external system. Disabling all EDA and custom Trigger Handler records, setting record-level trigger firing based on the Account record type, or setting the Default Account Model to Administrative are not recommendations for the university that uses EDA to manage its prospective and current students and has the student Contact Mailing Address fields and records populated in Salesforce through an integration with an external system. References:

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

NEW QUESTION 8

What should a consultant recommend to a university that wants a successful Data Governance committee?

- A. Create a Center of Excellence queue.
- B. Set up a Salesforce Adoption Dashboard.
- C. Refer committee members to Trailhead.

D. Use RACI matrix to define member roles.

Answer: D

Explanation:

The consultant should recommend to use a RACI matrix to define member roles for a university that wants a successful Data Governance committee. A RACI matrix is a tool that clarifies the roles and responsibilities of different stakeholders in a project or a process, using four categories: Responsible, Accountable, Consulted, and Informed. A RACI matrix can help the university have a successful Data Governance committee by defining and communicating who is responsible for making decisions, who is accountable for ensuring quality and compliance, who is consulted for providing input or feedback, and who is informed about the outcomes or changes related to data governance. Creating a Center of Excellence queue, setting up a Salesforce Adoption Dashboard, or referring committee members to Trailhead are not recommendations for a university that wants a successful Data Governance committee. References:

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

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

NEW QUESTION 9

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 10

The International Student Services department manages the needs of international and study-abroad students in Salesforce using the Education Data Architecture. The residence hall address information must be associated to the international student Contact and Account record.

What account model should the consultant select?

- A. Standard Account
- B. Person Account
- C. Household Account
- D. Administrative Account

Answer: B

Explanation:

Person Account is an account model that the consultant should select to meet the requirement of associating the residence hall address information to the international student Contact and Account record. Person Account is a feature that allows users to store information about individual people who are not associated with an Account, such as students or applicants. Person Account also allows users to store multiple addresses for a Contact or an Account using Address Management. The consultant should enable Person Accounts and use them to store information about international students and their residence hall addresses. Standard Account, Household Account, and Administrative Account are not account models that can meet the requirement of associating the residence hall address information to the international student Contact and Account record. References:

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

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

NEW QUESTION 10

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 11

The Undergraduate Admissions office needs to track new students and their current course of study. Which Education Data Architecture (EDA) object should the consultant use to meet the requirement?

- A. Program Enrollment
- B. Education History
- C. Contact Role

Answer: A

Explanation:

Program Enrollment is an EDA object that tracks the enrollment of a student in a specific program or course of study. It can store information such as the program name, start and end dates, status, and credits earned. The consultant should use this object to meet the requirement of tracking new students and their current course of study for the Undergraduate Admissions office. References: [Salesforce Education Cloud Academy: Consultant Fundamentals], [EDA Data Model]

NEW QUESTION 14

An Admissions office is interested in using Admissions Connect to manage its student applications and to recede supporting do. How are application documents saved in Admissions Connect?

- A. Salesforce Files
- B. Document Type
- C. Action Plan Item

Answer: A

Explanation:

Application documents are saved as Salesforce Files in Admissions Connect, which are attached to the Application record or the Application Material Mapping record. Document Type is a field on the Application Material Mapping object that defines the type of document required for an application requirement. Action Plan Item is an object that tracks tasks or actions related to an application or enrollment process. References:

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

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

NEW QUESTION 17

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 18

A college needs to extend capabilities of its existing Salesforce environment that uses the Education Data Architecture (EDA). The college want to ensure that any future apps and configurations are compatible and support the Table Driven Trigger Management (TDTM) Functionality.

- A. Use the yaml file from Salesforce.org GitHub.
- B. Use a Salesforce.org community solution.
- C. Use third-party apps that are powered by EDA.
- D. Use third-party apps that are EDA ready.

Answer: D

Explanation:

The consultant should advise the college to use third-party apps that are EDA ready, because this can ensure that any future apps and configurations are compatible and support the Table Driven Trigger Management (TDTM) functionality. EDA ready apps are apps that have been certified by Salesforce.org as compatible with EDA and its features, such as TDTM. TDTM is a feature that allows users to customize the behavior of EDA triggers and disable or enable them as needed. EDA ready apps can help the college extend the capabilities of their existing Salesforce environment without compromising the functionality or performance of EDA. Using the yaml file from Salesforce.org GitHub, using a Salesforce.org community solution, or using third-party apps that are powered by EDA are not advice that the consultant should give to the college. References:

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

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

NEW QUESTION 20

The Advancement office plans to use Salesforce and Marketing Cloud to engage its alumni, donors, and university supporters. The marketing staff and advancement officers want to retain all contact data and email activity, including Individual Email Result (IER) data. The system admins and CRM team want to avoid unnecessary data storage.

Which data management strategy should the consultant consider?

- A. Move old data out of the CRM into a data warehouse.

- B. Create a Force.com Query Plan for old data.
- C. Use Data Studio to process old data.

Answer: C

Explanation:

The consultant should consider moving old data out of the CRM into a data warehouse as a data management strategy for the Advancement office that plans to use Salesforce and Marketing Cloud to engage its alumni, donors, and university supporters and wants to retain all contact data and email activity, including Individual Email Result (IER) data, but also wants to avoid unnecessary data storage. Moving old data out of the CRM into a data warehouse means transferring historical or inactive data from Salesforce into another system that can store large amounts of data for analysis or reporting purposes. Moving old data out of the CRM into a data warehouse can help the Advancement office retain all contact data and email activity, including IER data, but also avoid unnecessary data storage by reducing the amount of data in Salesforce and improving performance and efficiency. Creating a Force.com Query Plan for old data, using Data Studio to process old data, or using Data Loader to export old data are not data management strategies that can meet the Advancement office's needs. References:
? https://developer.salesforce.com/docs/atlas.en-us.salesforce_large_data_volumes_bp.meta/salesforce_large_data_volumes_bp/dv_deployments_introduction.htm
? https://help.salesforce.com/s/articleView?id=sf.mc_co_data_management_best_practices.htm&type=5

NEW QUESTION 23

What is the correct order of operations to ensure customer success in an Education Cloud implementation?

- A. Document Current State, Conduct Discovery Workshops, Generate Solution Design, Write Test Scripts & Plans, Build Solution & Test, Deploy.
- B. Document Current State, Conduct: Discovery Workshops, Write Test Scripts & Plans, Build Solution & Test, Generate Solution Design, Deploy.
- C. Conduct Discovery Workshops, Document Current State, Generate Solution Design, Write Test Scripts & Plans, Build Solution & Test, Deploy,
- D. Conduct Discovery Workshops, Document Current State, Write Test Scripts Plans, Generate Solution Design, Build Solution & Test, Deploy

Answer: C

Explanation:

The correct order of operations to ensure customer success in an Education Cloud implementation is:
? Conduct Discovery Workshops: This is the first step where the consultant gathers information and requirements from the customer and stakeholders through interviews, surveys, or observations.
? Document Current State: This is the second step where the consultant analyzes and documents the current processes and systems that the customer uses and identifies gaps and opportunities for improvement.
? Generate Solution Design: This is the third step where the consultant creates and presents a solution design document that outlines how Salesforce will meet the customer's requirements and expectations, and defines the scope, timeline, and budget of the project.
? Write Test Scripts & Plans: This is the fourth step where the consultant writes test scripts and plans that describe how to test the functionality and usability of the solution in different scenarios and conditions, and defines the success criteria and exit criteria for testing.
? Build Solution & Test: This is the fifth step where the consultant builds the solution in a sandbox environment using declarative or programmatic tools, and tests the solution using the test scripts and plans to ensure quality and accuracy.
? Deploy: This is the sixth and final step where the consultant deploys the solution into the production environment using change sets or other deployment tools, and provides training and support to the customer and end users.
Documenting Current State, Conducting Discovery Workshops, Writing Test Scripts & Plans, Building Solution & Test, Generating Solution Design, or Deploying are not correct orders of operations to ensure customer success in an Education Cloud implementation. References:
? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf
? <https://trailhead.salesforce.com/en/content/learn/modules/project-management-basics>

NEW QUESTION 27

The Registrar's office has limited staff and is interested in a real-time automated Salesforce messaging solution that can address common student questions on deadlines and requirements, and provide links to resources.
Which two options should the consultant recommend to meet the requirement? Choose 2 answers.

- A. Knowledge
- B. Queues
- C. Bots
- D. Live Chat

Answer: CD

Explanation:

Bots and Live Chat are two options that the consultant can recommend to meet the requirement of providing real-time automated Salesforce messaging solution that can address common student questions on deadlines and requirements, and provide links to resources. Bots are automated agents that can interact with customers via text or voice, and provide answers, guidance, or actions based on predefined rules or artificial intelligence. Live Chat is a feature that allows users to chat with customers or prospects in real time from a website or an app, and provide support or information. Bots and Live Chat can be used together to create a seamless customer service experience, where bots can handle simple inquiries and escalate complex cases to live agents. Knowledge and Queues are not options that can provide real-time automated Salesforce messaging solution. References:
? <https://www.salesforce.com/products/service-cloud/features/bots/>
? <https://www.salesforce.com/products/service-cloud/features/live-chat-software/>
? https://trailhead.salesforce.com/en/content/learn/modules/service_bots_basics

NEW QUESTION 29

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 30

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 34

A school for continuing education needs to track program costs within its budget and related revenue streams each program brings to the school. Which Salesforce solution should the consultant consider?

- A. Accounting Subledger
- B. Program Management Module
- C. Grants Management

Answer: B

Explanation:

The consultant should consider Program Management Module as a Salesforce solution to track program costs within its budget and related revenue streams each program brings to the school for the school for continuing education. Program Management Module is a product that allows users to manage programs, services, or interventions for their constituents. Program Management Module can help the school for continuing education track program costs within its budget and related revenue streams each program brings to the school by using features such as Programs, Services, Service Deliveries, or Service Reports. The consultant can also leverage other tools such as reports, dashboards, or formulas to track and analyze program costs and revenue streams. Accounting Subledger, Grants Management, or Marketing Cloud are not Salesforce solutions that can track program costs within its budget and related revenue streams each program brings to the school for the school for continuing education. References:

- ? <https://www.salesforce.org/products/program-management-module/overview/>
- ? <https://powerofus.force.com/s/article/PMM-Overview>

NEW QUESTION 35

The IT department at a university is evaluating open source solutions for student recruitment. Which consideration should the consultant discuss with the department?

- A. The code is updated via Salesforce Releases.
- B. The code is maintained by Salesforce developers.
- C. The code is shared and sourced by the community.

Answer: C

Explanation:

The consideration that the consultant should discuss with the IT department is C. The code is shared and sourced by the community¹. This means that open source solutions for student recruitment are developed and maintained by a network of volunteers, contributors, and users who collaborate and exchange ideas, feedback, and code. The code is publicly available and can be modified, customized, and redistributed by anyone who follows the license terms and conditions². * A. The code is updated via Salesforce Releases and B. The code is maintained by Salesforce developers are not valid considerations for open source solutions for student recruitment. These statements apply to Salesforce products and features that are built and supported by Salesforce, such as the Education Data Architecture (EDA) or the Higher Education Data Platform (HEDA)³. However, open source solutions are not part of the Salesforce platform and do not depend on Salesforce releases or developers.

NEW QUESTION 36

A school wants to use the K-12 Architecture Kit to track elementary students and their parents. Which consideration about the K-12 Architecture Kit should the consultant discuss with the school?

- A. It requires Experience Cloud.
- B. It is built on the Education Data Architecture.
- C. It is built on Nonprofit Success Pack.

Answer: C

Explanation:

The consultant should discuss with the school that K-12 Architecture Kit is built on Nonprofit Success Pack as a consideration about K-12 Architecture Kit when using it to track elementary students and their parents. K-12 Architecture Kit is a product that provides a flexible and scalable data architecture for K-12 schools to manage their student lifecycle. K-12 Architecture Kit is built on Nonprofit Success Pack, which is a product that provides a data architecture for nonprofit organizations to manage their constituents and donors. K-12 Architecture Kit extends Nonprofit Success Pack by adding objects and features such as Contacts, Accounts, Relationships, Affiliations, Attendance Events, or Behavior Responses. The consultant should discuss with the school that K-12 Architecture Kit is built on Nonprofit Success Pack as a consideration about K-12 Architecture Kit when using it to track elementary students and their parents by explaining the benefits and challenges of using Nonprofit Success Pack for a K-12 school, such as data model, terminology, or configuration. It requires Experience Cloud, it is built on EDA, or it is built on Admissions Connect are not considerations about K-12 Architecture Kit that the consultant should discuss with the school when using it to track elementary students and their parents. References:

? <https://www.salesforce.org/products/k-12-architecture-kit/overview/>

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

NEW QUESTION 41

A consultant needs to import a large volume of records into a university's Salesforce production environment that has the Education Data Architecture (EDA). The import file already defines Account and Address information. The university's environment has a private sharing model and several sharing rules. Which of these temporary actions should the consultant take before importing the data?

- A. Disable sharing rules using TDTM.
- B. Change the account model to Household.
- C. Disable unnecessary code using Table-Driven Trigger Management (TDTM).

Answer: C

Explanation:

TDTM is a feature of EDA that allows you to manage the automation and custom logic that runs when data is inserted, updated, or deleted. By disabling unnecessary code, such as trigger handlers or validation rules, you can improve the performance and speed of the data import, avoid errors or unwanted data creation, and reduce the risk of hitting governor limits¹².

Disabling sharing rules using TDTM is not a recommended action, because sharing rules are not controlled by TDTM, but by the Salesforce security model. Sharing rules are used to grant additional access to records based on criteria or ownership. Disabling them may affect the visibility and accessibility of the imported data for the users³⁴.

Changing the account model to Household is not a necessary action, because the account model is a preference that depends on how the university wants to organize its contacts and accounts. EDA supports both the Administrative and Household account models, and the import file already defines the Account information. Changing the account model may cause data loss or duplication, and require additional configuration and mapping⁵.

NEW QUESTION 42

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 43

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/0F9800000000CjQOCA0/sfdo-open-source-contributors>

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

NEW QUESTION 44

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 48

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 49

A university's strategic goal is to improve its MBA program rankings. A data point that influences the MBA program ranking is acceptance percentage. The school has asked a consultant to help it reach the goal, and increase prospective student engagement across multiple channels. What should the consultant recommend?

- A. Leverage Advisor Link to advise them on the application yield.
- B. Use Education Cloud to replicate the current systems and processes.
- C. Implement Marketing Cloud to manage recruitment campaigns.
- D. Implement Pardot Lead Scoring to find well qualified students.

Answer: C

Explanation:

The consultant should recommend implementing Marketing Cloud to manage recruitment campaigns, because this can help the university reach its goal of improving its MBA program rankings and increasing prospective student engagement across multiple channels. Marketing Cloud allows the university to create personalized and targeted email, social media, mobile, and web campaigns for prospective students. Marketing Cloud also provides analytics and insights that can help the university optimize its campaigns and measure its acceptance percentage. Leveraging Advisor Link, using Education Cloud, and implementing Pardot Lead Scoring are not solutions that can help the university reach its goal. References:

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

? <https://www.salesforce.org/education/education-cloud-for-recruitment-and-admissions/>

NEW QUESTION 51

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 53

The Alumni Association is interested in using Education Cloud to support its operations. The Association tracks alumni interests and hosts networking activities.

Which of these Education Cloud considerations should the consultant discuss with the Association?

- A. Install Insights Platform to understand alumni data.
- B. Install NPSP into their Education Cloud environment.
- C. Leverage a third-party app to support event management.

Answer: C

Explanation:

The consultant should discuss with the Alumni Association the option of leveraging a third-party app to support event management, such as Eventbrite or Fonteva Events, which are available on the AppExchange. Education Cloud does not have a native event management solution. Installing Insights Platform or NPSP into their Education Cloud environment are not relevant considerations for event management. References:

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

? <https://appexchange.salesforce.com/appxStore?type=Product&keywords=event>

NEW QUESTION 58

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 62

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 indicates a student's major?

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

Answer: D

Explanation:

Affiliation is an object in EDA that indicates a student's major or primary course of study. Affiliation is an object that represents a relationship between a Contact and an Account or another Contact. Affiliation can be used to track various types of relationships, such as student, faculty, staff, alumni, donor, or advisor. The consultant can create an Affiliation record for each student and associate it with their major or primary course of study. Education History, Relationship, and Program Plan Requirement are not objects in EDA that indicate a student's major or primary course of study. References:

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

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

NEW QUESTION 66

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 70

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 75

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 78

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 83

A large online university uses Salesforce with the Education Data Architecture (EDA) to manage its operations. Its Salesforce environment has a large volume of records and it takes a long time to search and generate list views.

Which feature should the consultant use to resolve the issue?

- A. MuleSoft Anypoint Platform
- B. Custom Index
- C. Data Loader error logs
- D. Table-Driven Trigger Management

Answer: B

Explanation:

The consultant should use a custom index to resolve the issue of taking a long time to search and generate list views for the large online university's Salesforce environment that has a large volume of records and uses EDA. A custom index is a feature that allows users to create an index on a field that is not indexed by default, such as a custom field, a long text area field, or a multi-select picklist field. A custom index can help improve the performance and speed of queries and list views that use the indexed field as a filter. The consultant should identify the fields that are frequently used in searches and list views, and request Salesforce

Support to create a custom index on them. MuleSoft Anypoint Platform, Data Loader error logs, and Table-Driven Trigger Management are not features that can resolve the issue of taking a long time to search and generate list views for the large online university's Salesforce environment that has a large volume of records and uses EDA. References:

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

? https://developer.salesforce.com/docs/atlas.en-us.salesforce_large_data_volumes_bp.meta/salesforce_large_data_volumes_bp/ldv_deployments_infrastructure_indexes.htm

NEW QUESTION 84

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 87

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 92

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 96

A primary school has implemented the K-12 Architecture Kit. The school needs to report out basic student demographic information. What should the consultant do to meet this requirement?

- A. Create a new student demographic dashboard.
- B. Refer to the existing sample student demographic dashboard.
- C. Use the Student Success Hub Tableau Accelerator.

Answer: B

Explanation:

The consultant should refer to the existing sample student demographic dashboard to report out basic student demographic information for the primary school that has implemented K-12 Architecture Kit. The sample student demographic dashboard is a dashboard that comes with K-12 Architecture Kit and shows information

about students?? demographics, such as gender, ethnicity, grade level, or school. The sample student demographic dashboard can help the primary school report out basic student demographic information by using features such as charts, tables, or filters. The consultant can also customize or modify the sample student demographic dashboard to meet the primary school??s specific needs or preferences. Creating a new student demographic dashboard, using the Student Success Hub Tableau Accelerator, or creating a custom Report Type are not things that the consultant should do to report out basic student demographic information for the primary school that has implemented K-12 Architecture Kit. References:

? <https://www.salesforce.org/products/k-12-architecture-kit/overview/>

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

NEW QUESTION 98

A CRM committee for a university has asked a consultant about the major release cadence of Salesforce.org and Salesforce.com platform enhancements. When are Salesforce.org releases?

- A. Approximately two weeks after Salesforce.com releases
- B. Approximately one month before Salesforce.com releases
- C. Approximately two weeks before Salesforce.com releases
- D. Approximately one month after Salesforce.com releases

Answer: A

Explanation:

Salesforce.org releases are approximately two weeks after Salesforce.com releases. This means that Salesforce.org customers can benefit from both platform enhancements and industry-specific solutions in a timely manner. The other options are incorrect because they do not reflect the actual release cadence of Salesforce.org. References:

? <https://powerofus.force.com/s/article/SFDO-Release-Schedule>

? <https://www.salesforce.org/blog/salesforce-org-release-schedule/>

NEW QUESTION 99

The Law school's dean, recruitment director, and end users want to implement Salesforce so they can have a central, shared reporting system of engagement for recruitment and admission processes and raise enrollment by 10%. The Law school plans to grow and expand its use of Salesforce to other departments in the future; however, the IT department can only support system integration.

What should the consultant discuss first with the school?

- A. Leadership sponsorship
- B. Business objectives
- C. Metric identification
- D. Capacity to administer

Answer: D

Explanation:

The consultant should discuss the capacity to administer with the school first, because this is a critical factor for a successful implementation and adoption of Salesforce. The capacity to administer means having the resources, skills, and processes to manage and maintain the Salesforce system on an ongoing basis. The consultant should assess whether the school has a dedicated Salesforce administrator or team, or whether they need to hire or train one. The consultant should also advise the school on the best practices and tools for administering Salesforce. Leadership sponsorship, business objectives, and metric identification are important factors for a successful implementation, but they are already given in the scenario, so they do not need to be discussed first 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/admin_intro

NEW QUESTION 101

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 102

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 103

The International Studies office is using Salesforce to manage admissions and scholarship awards programs. The office needs to electronically send, and also print and mail scholarship and program admission decisions on a preformatted letter template.

Which solution should the consultant recommend?

- A. Salesforce reports
- B. A third-party app
- C. Salesforce Files
- D. Extended Mail Merge

Answer: B

Explanation:

A third-party app is a solution that the consultant can recommend to meet the requirement of electronically sending, and also printing and mailing scholarship and program admission decisions on a preformatted letter template. 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 document generation and delivery capabilities, such as creating letters, invoices, contracts, or proposals, and sending them via email or postal mail. The consultant can help the International Studies office choose an app that meets their needs and budget. Salesforce reports, Salesforce Files, and Extended Mail Merge are not solutions that can electronically send, and also print and mail scholarship and program admission decisions on a preformatted letter template. References:

- ? <https://appexchange.salesforce.com/appxStore?type=App&keyword=document%20generation>
- ? https://trailhead.salesforce.com/en/content/learn/modules/appexchange_basics

NEW QUESTION 106

A consultant is working with a customer who already uses Salesforce and wants to enable Education Cloud. The consultant has confirmed that Education Cloud can work in the customer's existing environment.

Starting in a sandbox, which location should the consultant visit to enable Education Cloud in the existing environment?

- A. App Launcher
- B. Setting
- C. My Account

Answer: B

Explanation:

- ? Enabling Education Cloud in Existing Environment:
- ? Steps to Enable Education Cloud:
- ? Verification: References:
- ? Salesforce Help: Enable Education Cloud

NEW QUESTION 109

A college is interested in a Salesforce.org Open Source Common project they read about on the Power of Us Hub. The college wants to know the benefits of an open source solution supported by the Open Source Commons.

What is one benefit of Open Source Common Projects the consultant can share with the college?

Choose 1 answer.

- A. Projects are owned solely by Salesforce.org.
- B. Projects focus on replacing paid solutions.
- C. Projects go through a Salesforce Security review.
- D. Projects allow only a few participants.

Answer: C

Explanation:

One benefit of Open Source Common Projects that the consultant can share with the college is that projects go through a Salesforce Security review. This means that the projects are evaluated and approved by Salesforce for their security standards and best practices. This ensures that the projects are safe and reliable for customers to use. Projects are not owned solely by Salesforce.org, but rather by the community. Projects do not focus on replacing paid solutions, but rather on enhancing existing solutions or addressing gaps. Projects do not allow only a few participants, but rather welcome anyone who wants to contribute. References:

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

NEW QUESTION 113

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 114

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. Third-party app
- B. Salesforce Maps
- C. Einstein Bots

Answer: C

Explanation:

The best solution for the Recruitment and Admissions office to use Salesforce to track prospective students, recruitment events, student applications, digital engagement, and interactions with prospects on their mobile devices is C. Einstein Bots¹². Einstein Bots are chatbots that use artificial intelligence (AI) to 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.

A third-party app is not a Salesforce solution and may not be compatible with the Salesforce platform or the Education Data Architecture (EDA) that the Recruitment and Admissions office uses. Salesforce Maps is a location intelligence solution that helps sales and service teams optimize their territories, routes, and schedules³. It is not directly relevant to the scenario described in the question.

NEW QUESTION 115

A system admin has an idea for a custom solution for their org and thinks it might be useful to others as well. The system admin discusses it with colleagues from two other schools. They are excited about the system admin's idea and offer to help.

What should the system admin consider doing as a next step?

- A. Post the idea in the Trailblazer Idea Exchange.
- B. Download and install the project from GitHub.
- C. Ask colleagues to sign a nondisclosure agreement.
- D. Join the Open Source Commons & Community Sprints group

Answer: D

Explanation:

The system admin should consider joining the Open Source Commons & Community Sprints group in the Power of Us Hub as a next step for their custom solution idea. The Open Source Commons & Community Sprints 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 Open Source Commons & Community Sprints group provides access to resources, events, discussions, and opportunities related to various open source projects, such as EDA, NPSP, CumulusCI, or Metecho. The system admin can join the group and share their idea with other users who may want to collaborate on it or provide feedback. Posting the idea in the Trailblazer Idea Exchange, downloading and installing the project from GitHub, or asking colleagues to sign a nondisclosure agreement are not next steps that the system admin should consider for their custom solution idea.

References:

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

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

NEW QUESTION 116

The Undergraduate Advising department plans to implement Student Success Hub and Pathways in a new org. The system admin wants to use the recommended setup for external users.

Which security setting should the consultant configure?

- A. Create an Account sharing rule to provide Read access based on record type.
- B. Create a Program Plan sharing rule to provide Read access based on record type.
- C. Change the default Program Plan sharing setting to Private.

Answer: B

Explanation:

The consultant should configure a security setting to create a Program Plan sharing rule to provide Read access based on record type for the system admin who wants to use the recommended setup for external users when implementing Student Success Hub and Pathways in a new org for the Undergraduate Advising department. A sharing rule is a security setting that allows users to extend sharing access to users in public groups, roles, or territories. A Program Plan sharing rule can help the system admin provide Read access to external users based on record type by granting access to specific Program Plan records that are relevant or appropriate for external users, such as students or advisors. Creating an Account sharing rule to provide Read access based on record type, changing the default Program Plan sharing setting to Private, or creating a custom Permission Set for external users are not security settings that the consultant should configure for the system admin who wants to use the recommended setup for external users when implementing Student Success Hub and Pathways in a new org for the Undergraduate Advising department. References:

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

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

NEW QUESTION 118

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 120

A primary school will implement Student Success Hub to support student needs from K-12. The school primarily needs to track students' families and communicate with the parents on issues.

Which default account model should the consultant recommend?

- A. Standard Account Model
- B. Household Account Model
- C. Administrative Account Model

Answer: B

Explanation:

The Household Account Model in EDA creates one account for each household and associates multiple contacts with that account. This model is suitable for tracking students' families and communicating with the parents on issues. The Household Account Model also provides features such as automatic household naming, address management, and rollup fields. The consultant should recommend this model for the primary school that will implement Student Success Hub. References: [Salesforce Education Cloud Academy: Consultant Fundamentals], [EDA Account Models]

NEW QUESTION 123

A university plans to expand its Salesforce Education Data Architecture (EDA) environment to support student services for all of its schools. The university want Contact's family information.

Which action should the consultant take?

- A. Set the Default Account Model to Administrative.
- B. Populate the Account field with the Household record.
- C. Set the Default Account Model to Household.

Answer: C

Explanation:

Setting the Default Account Model to Household will allow the university to capture Contact's family information using Household Accounts, which are automatically created when new Contacts are added. Setting the Default Account Model to Administrative will create Administrative Accounts, which are used to group Contacts by their affiliation to an educational institution or organization, not by their family relationship. Populating the Account field with the Household record is not a valid action because the Account field is read-only and automatically populated based on the Default Account Model. References:

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

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

NEW QUESTION 126

A law school wants a recruitment and admissions system with a multichannel marketing tool, Admission officers want an application portal they can brand. Marketers want an integrated social listening tool.

Which solution set should the consultant recommend?

- A. Education Cloud, MuleSoft, Anypoint Platform, Pardot
- B. Education Cloud, Elevate, Experience Cloud
- C. Education Cloud, Experience Cloud, Marketing Cloud
- D. Education Cloud, Nonprofit Cloud, Marketing Cloud

Answer: C

Explanation:

The consultant should recommend Education Cloud, Experience Cloud, and Marketing Cloud as a solution set to meet the requirement of having a multichannel marketing tool, an application portal they can brand, and an integrated social listening tool for the law school. Education Cloud is a product that provides solutions for higher education institutions to manage their recruitment, admissions, student success, and advancement processes. Experience Cloud is a product that allows users to create and manage digital experiences for customers, partners, or employees on any device or channel. Marketing Cloud is a product that allows users to create and manage personalized and targeted marketing campaigns for customers or prospects. The consultant can help the law school leverage Education Cloud, Experience Cloud, and Marketing Cloud to create a branded application portal, engage with prospects across multiple channels, and monitor social media conversations. Education Cloud, MuleSoft Anypoint Platform, Pardot; Education Cloud, Elevate, Experience Cloud; or Education Cloud, Nonprofit Cloud, Marketing Cloud are not solution sets that can meet the requirement of having a multichannel marketing tool, an application portal they can brand, and an integrated social listening tool for the law school. References:

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

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

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

NEW QUESTION 127

The system admin has asked for training so users can learn basic Salesforce functionality at their own pace and track lesson completion. The IT department budget for paid training is very low. What should the consultant recommend?

- A. Power of Us Hub
- B. Trailblazer Community
- C. Trailhead
- D. Salesforce Einstein

Answer: C

Explanation:

Trailhead is a resource that the consultant can recommend for training users to learn basic Salesforce functionality at their own pace and track lesson completion. Trailhead is an online learning platform that provides interactive and gamified content on various Salesforce topics, such as products, features, skills, and best practices. Trailhead also allows users to earn badges and points as they complete modules and projects, and track their progress and achievements. Trailhead is free and accessible to anyone who wants to learn Salesforce. Power of Us Hub, Trailblazer Community, and Salesforce Einstein are not resources that provide training on basic Salesforce functionality. References:

? <https://trailhead.salesforce.com/en/home>

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

NEW QUESTION 131

A large university has a Career Service Center that provides career advice to current students and alumni. Staff provide advice the phone, via email and face-to-face. Students and alumni are served on a first come, first served basis and are rarely assigned to a specific advisor. What should the consultant recommend to meet the requirement?

- A. Success Teams
- B. Queue Management
- C. Appointment Scheduling
- D. Assignment Rules

Answer: C

Explanation:

Appointment Scheduling is a solution that the consultant can recommend to meet the requirement of providing career advice to current students and alumni via phone, email, or face-to-face. Appointment Scheduling is a feature that allows users to create and manage appointments with customers or clients from Salesforce. Appointment Scheduling can be used to offer different types of services, such as career advice, tutoring, or counseling. Appointment Scheduling also integrates with calendars, email notifications, and reports. Success Teams, Queue Management, and Assignment Rules are not solutions that can meet the requirement of providing career advice to current students and alumni via phone, email, or face-to-face. References:

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

? <https://trailhead.salesforce.com/en/content/learn/modules/appointment-scheduling>

NEW QUESTION 133

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 136

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 138

A university's marketing department works on email campaigns for advancement. It wants to measure campaign effectiveness, return on investment, and Opportunity conversion using standard Salesforce functionality. What should the consultant recommend to meet this requirement?

- A. Campaign influence
- B. Campaign member
- C. Parent campaigns
- D. Campaign hierarchy

Answer: A

Explanation:

Campaign influence is a feature that the consultant can recommend to measure campaign effectiveness, return on investment, and Opportunity conversion using standard Salesforce functionality. Campaign influence allows the marketing department to track how multiple campaigns have influenced an Opportunity, and assign a percentage of credit to each campaign. Campaign influence also provides reports and dashboards that show the impact of campaigns on revenue and pipeline. Campaign member, parent campaigns, and campaign hierarchy are not features that can measure campaign effectiveness, return on investment, and Opportunity conversion. References:

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

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

NEW QUESTION 142

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 144

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

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

Answer: B

Explanation:

The Appointment Attendee object in Student Success Hub is used to track the students and support staff who attend an appointment¹. The Student Success Hub Tableau Accelerator uses data from this object, along with other objects such as Alert, Appointment, Case, Contact, Course Connection, Course Offering, Program Enrollment, Term, and User, to create visualizations of student and support staff data². The Behavior Incident object is not part of Student Success Hub or the Tableau Accelerator. The Availability Topic object is used to categorize the availability of support staff for appointments¹, but it is not used by the Tableau Accelerator. References:

? 1: EDA Object Reference - Salesforce³

? 2: Analyze Student Success Data with the Tableau Accelerator - Salesforce⁴

NEW QUESTION 148

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 152

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 157

College advisors want assistance proactively identifying student issues as they arise. Which functionality in Student Success Hub should the consultant recommend?

- A. Advising Events
- B. Mass Actions
- C. Early Alerts
- D. Success Plans

Answer: C

Explanation:

Early Alerts is a functionality in Student Success Hub that the consultant can recommend to meet the requirement of providing assistance to proactively identify student issues as they arise. Early Alerts is a feature that allows users to create and manage alerts for students who may need intervention or support, such as academic, financial, or personal issues. Early Alerts can help college advisors proactively identify student issues as they arise by using features such as Alert Reasons, Alert Statuses, or Alert Assignment Rules. Advising Events, Mass Actions, and Success Plans are not functionalities in Student Success Hub that can meet the requirement of providing assistance to proactively identify student issues as they arise. References:

- ? <https://www.salesforce.org/products/student-success-hub/overview/>
- ? <https://powerofus.force.com/s/article/SSHUB-Early-Alerts>

NEW QUESTION 159

The Alumni Association is interested in using Education Cloud to support its operations. The Association tracks what engages alumni and their hobbies. Which Education Cloud feature should the consultant recommend?

- A. Interest Tags
- B. Relationships
- C. Activity Timeline

Answer: A

Explanation:

- ? Tracking Engagement and Hobbies:
- ? Setting Up Interest Tags:
- ? Utilizing Interest Tags:
- ? Implementation Steps: References:
- ? Salesforce Education Cloud Documentation: Interest Tags

NEW QUESTION 160

The Alumni Relations department wants to track alumni and its chapter memberships. The department wants to easily see the Primary Chapter on the Contact record. The system admin prefers to use the standard features that are available with Education Data Architecture (EDA). Which step should the consultant take to meet this requirement?

- A. Create an Affiliation mapping to the Primary Chapter field in EDA Settings.
- B. Create an Affiliation record type for Alumni Chapter and a custom field for the Primary Chapter on the Contact record.
- C. Create a custom picklist value for Alumni Chapter on the Affiliation object.

Answer: A

Explanation:

The Education Data Architecture (EDA) allows you to map fields from the Affiliation object to the Contact object, so that when an Affiliation record is created or updated, the mapped fields are automatically populated on the Contact record. This way, you can track the primary chapter of an alumni on the Contact record without creating a custom field or record type.

NEW QUESTION 163

A consultant needs to migrate international students' contact and address information to a Salesforce Education Data Architecture (EDA) environment with the State and Country Picklist feature enabled. What should the consultant confirm before migrating the data?

- A. Contact Multi-Addresses Enabled is checked.
- B. All state and country values are ISO-3166 values.
- C. Every contact has a state and country value.

Answer: B

Explanation:

The State and Country Picklist feature in Salesforce allows users to select states and countries from predefined, standardized lists, instead of entering them manually into text fields. These picklists are based on ISO-3166 standard values, which are internationally recognized codes for identifying countries and their subdivisions. Therefore, before migrating the data, the consultant should confirm that all state and country values in the source data are ISO-3166 values, otherwise they will not match the picklist values in the target environment.

Contact Multi-Addresses Enabled is a setting in EDA that allows users to store multiple addresses for a contact, such as home, work, or mailing address. This setting does not affect the migration of state and country values, as long as they are ISO-3166 values. Every contact having a state and country value is not a requirement for the migration either, as these fields are not mandatory in EDA.

References:

? 2: Configure State and Country Picklists - Salesforce

? : ISO 3166 - Wikipedia

? : Enable Contact Multi-Addresses - Salesforce

NEW QUESTION 164

A university has a centralized IT team and a committee that oversees data governance and change management. Recruiters want access to Corporate Relations data. Corporate Relations wants access to Executive Education information. The Alumni Relations office wants to work with every department. Which Salesforce environment strategy should the consultant recommend?

- A. One Salesforce environment for Recruitment and a separate Salesforce environment for the other business units
- B. Separate Salesforce environments for each business unit
- C. One Salesforce environment for all business units
- D. One Salesforce environment for Alumni Relations and a separate Salesforce environment for the other business units

Answer: C

Explanation:

The consultant should recommend one Salesforce environment for all business units as a Salesforce environment strategy for the university. This means that the university will have a single Salesforce org that will support the needs and processes of all the business units, such as Recruitment, Corporate Relations, Executive Education, and Alumni Relations. This can help the university achieve data consistency, visibility, and collaboration across the business units, and leverage the centralized IT team and the data governance and change management committee. The consultant can also help the university implement security and sharing settings to control access and visibility of data for each business unit. Having separate Salesforce environments for each business unit, or for Recruitment or Alumni Relations only, are not Salesforce environment strategies that the consultant should recommend for the university. References:

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

? <https://trailhead.salesforce.com/en/content/learn/modules/org-setup>

NEW QUESTION 169

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 174

Recruiters want to visualize the number of prospective students at various stages in the recruitment process. Which report chart should the consultant implement?

- A. Application Tabular report
- B. Education History dashboard
- C. Program Enrollment dashboard
- D. Opportunity Funnel report

Answer: D

Explanation:

Opportunity Funnel report is a report chart that the consultant can implement to help recruiters visualize the number of prospective students at various stages in the recruitment process. Opportunity Funnel report is a type of report that shows the distribution of Opportunities by stage, amount, or probability. Opportunity Funnel report can be used to track the progress and performance of the recruitment pipeline, and identify bottlenecks or opportunities for improvement. Application Tabular report, Education History dashboard, and Program Enrollment dashboard are not report charts that can help recruiters visualize the number of prospective students at various stages in the recruitment process. References:

- ? https://help.salesforce.com/s/articleView?id=sf.reports_charts_funnel.htm&type=5
- ? https://trailhead.salesforce.com/en/content/learn/modules/reports_dashboards/reports_dashboards_funnel

NEW QUESTION 175

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 179

The IT administrator at a university would like to understand the Table-Driven Trigger Management (TDTM) framework in the Education Data Architecture (EDA). What is a benefit the consultant should discuss with the client?

- A. TDTM prevents custom triggers.
- B. TDTM mitigates data skew.
- C. TDTM controls the order in which operations execute.

Answer: C

Explanation:

TDTM is a framework that allows administrators to customize the behavior of Education Data Architecture (EDA) by defining triggers, classes, and custom settings². One of the benefits of TDTM is that it controls the order in which operations execute, which can improve performance and avoid conflicts or errors². For example, TDTM can ensure that account names are updated before affiliations are created, or that contact roles are deleted before opportunities are closed². References: Salesforce Education Cloud Academy: Consultant Fundamentals, [TDTM Documentation]

NEW QUESTION 180

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 181

How should a consultant document risk for a customer in an Education Cloud implementation?

- A. Configure an Early Alert to notify stakeholders.
- B. Maintain a project health dashboard.
- C. Recommend a Center of Excellence.
- D. Share Salesforce resources with the customer.

Answer: B

Explanation:

The consultant should document risk for a customer in an Education Cloud implementation by maintaining a project health dashboard. A project health dashboard is a tool that provides a visual representation of the status and progress of a project, such as key milestones, deliverables, issues, or risks. A project health dashboard can help the consultant document risk for a customer in an Education Cloud implementation by identifying and tracking potential threats or challenges that may affect the project scope, timeline, budget, or quality, and providing mitigation strategies or contingency plans. Configuring an Early Alert, recommending a Center of Excellence, or sharing Salesforce resources with the customer are not ways to document risk for a customer in an Education Cloud implementation.

References:

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

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

NEW QUESTION 184

University department staff members want to track communication efforts and attendance for the annual commencement ceremony. They need to report on the engagement results of different types of communication methods (email, printed invitations, and so forth).

Which of these features should the consultant recommend?

- A. Campaign Member Status
- B. Salesforce Inbox
- C. Campaign Influence
- D. Experience Cloud Audience

Answer: D

Explanation:

The consultant should recommend Campaign Member Status as a feature to track communication efforts and attendance for the annual commencement ceremony and report on the engagement results of different types of communication methods for the university department staff members. Campaign Member Status is a feature that allows users to define and track the status or response of a campaign member for a specific campaign, such as Sent, Opened, Clicked, or Attended. Campaign Member Status can help the university department staff members track communication efforts and attendance for the annual commencement ceremony and report on the engagement results of different types of communication methods by using features such as custom statuses, member status values, or campaign reports. Salesforce Inbox, Campaign Influence, or Marketing Cloud are not features that can track communication efforts and attendance for the annual commencement ceremony and report on the engagement results of different types of communication methods for the university department staff members.

References:

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

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

NEW QUESTION 185

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 Affiliations 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 189

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 191

A university's Alumni Relations office is replacing its legacy system with Salesforce. The consultant needs to load a large volume of alumni Contact records into a new Salesforce environment. Which action should the consultant take?

- A. Set the Account and Contact's sharing to Public Read/Write before the data load.
- B. Set the Account and Contact's sharing to Private before the data load.
- C. Load record owners after the Account and Contact data load is complete.

Answer: B

Explanation:

The action that the consultant should take when loading a large volume of alumni Contact records into a new Salesforce environment is B. Set the Account and Contact's sharing to Private before the data load¹. This is because setting the sharing to Private can improve the performance and speed of the data load, as it reduces the number of sharing calculations and recalculations that Salesforce has to perform during the process. Setting the sharing to Private can also prevent unauthorized access and visibility of the data by other users until the data load is complete and verified².

* A. Set the Account and Contact's sharing to Public Read/Write before the data load and C. Load record owners after the Account and Contact data load is complete are not valid actions for this scenario. Setting the sharing to Public Read/Write can degrade the performance and speed of the data load, as it increases the number of sharing calculations and recalculations that Salesforce has to perform during the process. Setting the sharing to Public Read/Write can also expose the data to other users who may not have the appropriate permissions or roles to view or edit the data². Loading record owners after the Account and Contact data load is complete can cause errors and inconsistencies in the data, as the record owners are required fields for the Account and Contact objects. Loading record owners after the data load can also trigger unnecessary workflows and validations that can affect the data quality and integrity³.

NEW QUESTION 196

A university provides 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 198

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