



Salesforce

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

NEW QUESTION 2

The Student Services department wants a way for students and advisors to picture academic options more clearly and visualize degree requirements. Which component should the consultant recommend to meet their needs?

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

Answer: A

Explanation:

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

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

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

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

NEW QUESTION 3

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 4

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 5

A small college plans to use Salesforce for its student services. A part-time system admin has been working with a program coordinator who has previous Salesforce experience and is eager to work on the project. What should the consultant recommend?

- A. The program coordinator should be assigned the System Admin profile.
- B. The program coordinator's role should be on top of the role hierarchy.
- C. The program coordinator should be a Salesforce power user.

Answer: C

Explanation:

The consultant should recommend that the program coordinator should be a Salesforce power user for the small college that plans to use Salesforce for its student services and has a part-time system admin who has been working with a program coordinator who has previous Salesforce experience and is eager to work on the project. A Salesforce power user is a user who has advanced knowledge and skills in using Salesforce and can perform tasks such as creating reports, dashboards, or workflows. The program coordinator should be a Salesforce power user for the small college that plans to use Salesforce for its student services and has a part-time system admin who has been working with a program coordinator who has previous Salesforce experience and is eager to work on the project by leveraging their Salesforce experience and eagerness to work on the project to support the part-time system admin and contribute to the project's success. The program coordinator should not be assigned the System Admin profile, the program coordinator's role should not be on top of the role hierarchy, or the program coordinator should not be a Salesforce end user for the small college that plans to use Salesforce for its student services and has a part-time system admin who has been working with a program coordinator who has previous Salesforce experience and is eager to work on the project. References:
? https://trailhead.salesforce.com/en/content/learn/modules/salesforce_users_roles_and_permissions
? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

NEW QUESTION 6

An education customer is interested in participating in an open-source commons community sprint project. Which development consideration should the consultant advise?

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

Answer: B

Explanation:

The consultant should advise that projects use CumulusCI for continuous integration and deployment, which is a tool that automates the development and release process of Salesforce applications. Projects are not required to have at least one Salesforce staff person on the project team, although they may have some Salesforce employees as contributors or advisors. Projects do not have to be compatible with the Education Data Architecture (EDA), although some projects may use EDA as a foundation or extension. References:
? <https://trailhead.salesforce.com/en/content/learn/modules/open-source-commons/open-source-projects>
? <https://trailhead.salesforce.com/en/content/learn/modules/cumulusci-basics>

NEW QUESTION 7

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

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

Answer: B

Explanation:

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

NEW QUESTION 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 primary school has switched to remote learning and wants to track student well-being, technology needs, and various family situations needing attention. Which Education Cloud solution meets this requirement?

- A. Student Success Hub
- B. Pathways
- C. K-12 Architecture Kit
- D. Admissions Connect

Answer: A

Explanation:

Student Success Hub is a solution that enables schools to provide holistic support for students and families, especially in remote learning scenarios. It allows schools to create and track interventions, referrals, and services for students based on their needs and goals. It also provides dashboards and reports to monitor student progress and outcomes. Student Success Hub is built on top of the Education Data Architecture (EDA) and leverages the Program Management Module (PMM) and the Case Management Module (CMM) to deliver a comprehensive student support system. References:

? Student Success Hub

? Student Success Hub Implementation Guide

? Student Success Hub Trailhead Module

NEW QUESTION 10

A customer wants to learn more about Salesforce.org solutions built by the community. Which resource should a consultant recommend?

- A. Trailblazer Community: Open Source Commons & Community Sprints
- B. Product Documentation: Is a Pro Bono Project the Right Fit?
- C. Trailblazer Community: Cumulus I (CCI)

Answer: A

Explanation:

The consultant should recommend Trailblazer Community: Open Source Commons & Community Sprints as a resource where the customer can find more information on Salesforce.org solutions built by the community. Trailblazer Community is a platform that connects Salesforce customers, partners, employees, and enthusiasts to learn, share, and collaborate on Salesforce topics and projects. Trailblazer Community: Open Source Commons & Community Sprints is a group within Trailblazer Community that provides information on Salesforce.org solutions built by the community, such as open- source projects, community sprints, or community-led webinars. The customer can also join discussions, forums, or blogs related to Salesforce.org solutions built by the community on Trailblazer Community: Open Source Commons & Community Sprints. Product Documentation: Is a Pro Bono Project the Right Fit?, Trailblazer Community: Cumulus I (CCI), or AppExchange are not resources where the customer can find more information on Salesforce.org solutions built by the community. References:

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

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

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 12

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

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

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

Answer: A

Explanation:

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

References:

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

NEW QUESTION 16

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 18

An institution's office of Career service wants to solution that allows student to schedule appointments with nay available counselor directly from a portal. On which object is the availability configured?

- A. Goal Definition
- B. Benefit schedule
- C. Case

Answer: B

Explanation:

- ? Configuring Availability for Appointments:
- ? Setting Up Benefit Schedule:
- ? Integration with Portals:
- ? Training and Adoption: References:
- ? Salesforce Education Cloud Documentation: Benefit Schedule

NEW QUESTION 21

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

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

Answer: A

Explanation:

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

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

NEW QUESTION 23

A school district wants a free platform to instruct students on data visualization. Which solution should the consultant recommend?

- A. Tableau CRM
- B. Student Success Hub
- C. Tableau Public

D. Trailhead

Answer: C

Explanation:

Tableau Public is a solution that the consultant can recommend to meet the requirement of providing a free platform to instruct students on data visualization. Tableau Public is a product that allows users to create and share interactive data visualizations online, using various types of data sources and charts. Tableau Public is free and accessible to anyone who wants to learn data visualization skills and techniques. Tableau CRM, Student Success Hub, and Trailhead are not solutions that can provide a free platform to instruct students on data visualization. References:

? <https://public.tableau.com/en-us/s/>

? <https://www.tableau.com/academic/students>

NEW QUESTION 26

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

What is a standard feature of Education Cloud?

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

Answer: A

Explanation:

? Features of Student Advising:

? Implementation:

References:

? Salesforce Education Cloud Documentation: Student Success Hub

NEW QUESTION 28

A university dean wants to refer students for summer engineering internships and requests a list of people who earned high final scores in the Intro to Civil Engineering class.

Which objects should the consultant include in the report?

- A. Program Enrollment with Contact
- B. Term Grades with Contact
- C. Education History with Account
- D. Course Connections with Academic Program

Answer: B

Explanation:

Term Grades with Contact is the object that the consultant should include in the report to show the people who earned high final scores in the Intro to Civil Engineering class. Term Grades is an object that stores the grades that a student receives for a course offering in a specific term. Contact is an object that stores the personal information of a student. Program Enrollment with Contact, Education History with Account, and Course Connections with Academic Program are not objects that can show the final scores of a class in EDA. References:

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

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

NEW QUESTION 29

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

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

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

Answer: C

Explanation:

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

NEW QUESTION 32

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:

he 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 37

An Admissions office is using Admissions Connect to manage its student application review process. The office needs to make sure applications are unable to be edited after the submission deadline.

Which functionality should the consultant use to meet this requirement?

- A. Create custom Open Date and Due Date fields.
- B. Leverage the Open Date and Due Date fields.
- C. Develop a custom trigger that checks the submission deadline against the current date.

Answer: B

Explanation:

The consultant should leverage the Open Date and Due Date fields to meet the requirement of making sure applications are unable to be edited after the submission deadline for the Admissions office that is using Admissions Connect to manage its student application review process. The Open Date and Due Date fields are fields on the Application object in Admissions Connect that allow users to specify when an application is open or closed for submission. The Open Date field indicates the date and time when an application can be submitted by an applicant. The Due Date field indicates the date and time when an application can no longer be submitted by an applicant. The consultant can leverage the Open Date and Due Date fields to meet the requirement of making sure applications are unable to be edited after the submission deadline for the Admissions office that is using Admissions Connect to manage its student application review process by configuring and customizing these fields to match their application deadlines and policies. Creating custom Open Date and Due Date fields, developing a custom trigger that checks the submission deadline against the current date, or activating the ApplicantCommunityHomePageController Apex class are not functionalities that the consultant should use to meet the requirement of making sure applications are unable to be edited after the submission deadline for the Admissions office that is using Admissions Connect to manage its student application review process. 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 39

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 42

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

- A. The business use case requires a Salesforce Platform license.
- B. The business use case requires a full Salesforce license.
- C. Education Cloud requires a Customer Community license.

Answer: B

Explanation:

? Understanding Licensing Requirements:
? Business Use Case for Full Salesforce License:
? Cost Considerations:
? Implementation Steps: References:
? Salesforce Licensing Guide: Salesforce Licenses

NEW QUESTION 43

A university using the Education Data Architecture (EDA) finds that some addresses in the system have minor data entry errors that need to be corrected. The university wants to ensure that the system to existing rather than creating new address records. What should the do to meet this?

- A. Check the Do Not Update before saving the

- B. Enable the EDA Setting for Simple Address Change Treated as Update.
- C. Check the Disable Error Handling setting in EDA System Settings.
- D. Disable Multi-Addresses in EDA Account and Contact Settings.

Answer: B

Explanation:

According to the Salesforce Education Cloud Consultant documents, the EDA Setting for Simple Address Change Treated as Update allows the system to update existing address records when a user makes a minor change to an address, such as correcting a typo or adding an apartment number. This prevents the creation of duplicate address records and ensures data quality. If this setting is disabled, the system will create a new address record whenever an address is changed, even if the change is

minor. References:

? EDA Documentation: Address Management

? Trailhead: Education Data Architecture Basics

NEW QUESTION 46

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 47

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

How can the consultant meet the business requirement?

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 52

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

Which Salesforce environment strategy should the consultant recommend?

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

Answer: A

Explanation:

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

the Salesforce environments, the school of engineering should not initiate a Center of Excellence (CoE), or the school of engineering should not share an existing Salesforce environment with another school as a Salesforce environment strategy for the school of engineering that is interested in Salesforce and there are several other Salesforce environments across the university with varying degrees of usage and configuration, the university is largely decentralized where schools operate independently of each other and often in silos, and there is high turnover in staff and leadership. References:

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

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

NEW QUESTION 55

Where can a customer access the open-source common sprint project code repositories?

- A. Trailblazer Community
- B. Partner Community
- C. GitHub

Answer: C

Explanation:

GitHub is a web-based platform that hosts open-source code repositories for developers to collaborate on projects¹. Customers can access the common sprint project code repositories on GitHub by visiting the Salesforce.org Open Source Commons organization page². There, they can find various community projects stemming from Salesforce.org Open Source Community Sprints, such as Data Generation Toolkit, Outbound Funds Module, and Membership Schema and Benefits². These projects are compatible with Education Cloud and can be used to extend its functionality and features. References:

? ¹ What is GitHub? - GitHub Docs³

? ² Salesforce.org Open Source Commons - Community Sprint Projects⁴

NEW QUESTION 60

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 65

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_workf_low.htm&type=5

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

NEW QUESTION 70

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

partners2.

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 73

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 77

The VP of Development is preparing to visit the university's top supporters. The VP wants to maximize travel time by prioritizing pledges that are most likely to close.

Which reporting solution should the consultant recommend?

- A. Salesforce Maps
- B. Opportunity Funnel Report
- C. Einstein Forecasting
- D. Einstein Opportunity Scoring

Answer: D

Explanation:

Einstein Opportunity Scoring is a reporting solution that the consultant can recommend to help the VP of Development prioritize pledges that are most likely to close. Einstein Opportunity Scoring is a feature that uses artificial intelligence to analyze historical data and assign a score to each Opportunity, indicating how likely it is to be won. Einstein Opportunity Scoring also provides insights and explanations for the score, such as key factors and trends. The VP of Development can use Einstein Opportunity Scoring to sort and filter Opportunities by their score and focus on the ones with the highest probability of closing. Salesforce Maps, Opportunity Funnel Report, and Einstein Forecasting are not reporting solutions that can help the VP of Development prioritize pledges that are most likely to close. References:

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

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

NEW QUESTION 78

Staff need to track which requirements must be met for a student application. Which Education Cloud objects should be used?

- A. Action Plans
- B. Document Checklist Item
- C. Application Material Mapping

Answer: B

Explanation:

The consultant should use the Document Checklist Item object to track which requirements must be met for a student application. Document Checklist Item records are related to Application records and define the type, status, and source of the required documents. Action Plans are used to track tasks or actions related to an application or enrollment process, not document requirements. Application Material Mapping is used to map application documents to application requirements, not to track them. References:

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

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

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

NEW QUESTION 79

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 81

A business school will implement Salesforce for its MBA recruitment and admissions. Which role should participate in the Salesforce Center of Excellence?

- A. University technology vice president
- B. Salesforce system admin
- C. President of the university

Answer: B

Explanation:

A Salesforce system admin is a role that should participate in the Salesforce Center of Excellence (COE) for the business school that will implement Salesforce for its MBA recruitment and admissions. A Salesforce system admin is a person who configures, maintains, and supports the Salesforce platform, ensuring that it meets the needs and requirements of the users and stakeholders. A Salesforce system admin is also responsible for managing user access, security, data quality, reports, dashboards, workflows, and integrations². A Salesforce system admin can provide valuable input and feedback to the COE, as well as execute the tasks and projects assigned by the COE.

A university technology vice president and a president of the university are not roles that should participate in the Salesforce COE for the business school. A university technology vice president is a person who oversees the overall IT strategy, budget, and operations of the university, but may not have direct involvement or expertise in the Salesforce platform³. A president of the university is a person who leads the academic, administrative, and financial affairs of the university, but may not have direct involvement or expertise in the Salesforce platform⁴. These roles may be consulted or informed by the COE, but they are not part of the COE team.

NEW QUESTION 86

A large university integrates over one million student Consult 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 90

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

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

Answer: C

Explanation:

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

? <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-basics-discovery>
? <https://powerofus.force.com/s/article/EDA-Migrate>

NEW QUESTION 93

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 96

The Executive Education department plans to use the Education Data Architecture (EDA) for prospective and current students. The system admin wants to map prospects and students' employers to the standard Account field in Salesforce.

Which action should the consultant recommend instead?

- A. Populate the employer Affiliation record in the Primary Business Organization field.
- B. Select Administrative as the Default Account Model in EDA Settings.
- C. Select Organization as the Default Account Model in EDA Settings.

Answer: A

Explanation:

The action that the consultant should recommend instead of mapping prospects and students' employers to the standard Account field in Salesforce is A. Populate the employer Affiliation record in the Primary Business Organization field¹. This is because EDA uses a different account model than the standard Salesforce account model, which allows for more flexibility and scalability in capturing the complex relationships and affiliations that exist in the education sector². In EDA, an Account can represent different types of entities, such as an individual person, a household, an educational institution, an organization, or a course offering. Each Account can have a record type that defines its attributes and behavior. EDA also provides two custom objects, Relationship and Affiliation, that allow for creating connections between Accounts and Contacts. A Relationship is a connection between two Contacts, such as a parent-child or a mentor-mentee relationship. An Affiliation is a connection between a Contact and an Account, such as a student's enrollment in a course offering, or an employee's association with an organization².

By using the Affiliation object, the system admin can link prospects and students to their employers, which are represented by Accounts with the Organization record type. The system admin can also specify which Affiliation is the primary one for each Contact, by populating the Primary Business Organization field on the Contact record. This field is a lookup to the Affiliation object, and it allows for displaying the employer's name and other information on the Contact page layout. By using this approach, the system admin can avoid creating duplicate or unnecessary Accounts, and can leverage the EDA data model to capture the full network of prospects and students¹.

* B. Select Administrative as the Default Account Model in EDA Settings and C. Select Organization as the Default Account Model in EDA Settings are not valid actions for this scenario. The Default Account Model in EDA Settings is a setting that determines how EDA creates Accounts for new Contacts that are created in Salesforce. The Administrative Account Model creates one Account per Contact, and assigns the same name to both records. The Household Account Model creates one Account per household, and assigns a household name to the Account. The Organization Account Model creates one Account per organization, and assigns an organization name to the Account. However, these settings do not affect how EDA maps prospects and students' employers to the standard Account field in Salesforce, as they only apply to new Contacts and Accounts that are created in EDA³.

NEW QUESTION 97

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 100

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

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

Answer: B

Explanation:

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

References:

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

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

NEW QUESTION 104

The IT department at a university has asked its consultant to build a Salesforce integration strategy. Which integration consideration should the consultant outline?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 106

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 110

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 111

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

What should a consultant recommend to meet this requirement?

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 115

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

What should the consultant use to meet the requirement?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 117

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 120

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 124

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

Which configuration should the consultant retain during the data import?

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 129

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

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

NEW QUESTION 131

An Admissions office is using Education Cloud to manage its student application review process. The office needs to make sure students cannot edit applications after the submission deadline.

Which two features could the consultant use to meet this requirement?

- A. OmniStudio FlexCard and validation rule
- B. OmniStudio FlexCard and sharing rule
- C. Standard Decision Matrix and custom trigger

Answer: A

Explanation:

? Using OmniStudio FlexCard:

? Applying Validation Rule:

? Steps to Implement:

? Testing: References:

? Salesforce OmniStudio Documentation: Creating FlexCards

? Salesforce Help: Validation Rules

NEW QUESTION 134

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 135

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

Which solution should the consultant recommend?

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

Answer: C

Explanation:

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

- ? Tracking investment companies and their contacts as financial accounts and account members².
- ? Managing leads, opportunities, and activities with standard Salesforce objects and tools³.
- ? Leveraging Einstein AI to surface insights and recommendations for investment opportunities⁴.
- ? Integrating with core financial systems and data sources using prebuilt connectors and accelerators⁵.

Sales Cloud is a general-purpose CRM solution that does not have the specific features

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

References:

- ? 1: Financial Services Cloud Overview - Salesforce⁸
- ? 2: Financial Services Cloud Data Model - Salesforce
- ? 3: Financial Services Cloud User Guide - Salesforce
- ? 4: Einstein for Financial Services Cloud - Salesforce
- ? 5: Financial Services Cloud Integration Guide - Salesforce
- ? 6: Sales Cloud Overview - Salesforce
- ? 7: Education Data Architecture Overview - Salesforce

NEW QUESTION 138

The Advancement office is evaluating the capabilities of Education Cloud. The office needs to ingest, harmonize, and analyze batch data from its Education Cloud org and other systems.

Which solution should the consultant recommend?

- A. Flow with invocable action
- B. Data Cloud
- C. Data Processing Engine

Answer: B

Explanation:

? Data Integration and Analysis:

? Capabilities of Data Cloud:

? Implementation Steps:

References:

? Salesforce Documentation: Salesforce Data Cloud

NEW QUESTION 142

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 144

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 147

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 150

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

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

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

Answer: B

Explanation:

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

A Program Plan object defines the requirements and structure of an academic program or course of study3. References:

? 1: Education Data Architecture Documentation - Salesforce1

? 2: EDA Object Reference - Salesforce4

? 3: EDA Object Reference - Salesforce4

NEW QUESTION 152

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 156

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 161

A community college would like to use Admissions Connect and automatically admit applicants if they meet certain criteria. What should the consultant do?

- A. Create a new flow.
- B. Activate the ApplicantCommunityHomePageController Apex class.
- C. Leverage the existing flow Sample: Application Auto Admit.

Answer: C

Explanation:

The consultant should leverage the existing flow Sample: Application Auto Admit to automatically admit applicants if they meet certain criteria for the community college that would like to use Admissions Connect. A flow is a tool that allows users to automate business processes by guiding users through screens, collecting data, or executing actions. Sample: Application Auto Admit is an existing flow in Admissions Connect that allows users to automatically admit applicants if they meet certain criteria, such as GPA or test scores. The consultant can leverage the existing flow Sample: Application Auto Admit to automatically admit applicants if they meet certain criteria for the community college that would like to use Admissions Connect by configuring and customizing the flow to match their admission requirements and policies. Creating a new flow, activating the ApplicantCommunityHomePageController Apex class, or developing a custom trigger that checks the submission deadline against the current date are not things that the consultant should do to automatically admit applicants if they meet certain criteria for the community college that would like to use Admissions Connect. References:

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

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

NEW QUESTION 166

Career Services uses a separate event management system for its employment events?? attendance and registration, and Marketing Cloud to promote the event. It wants to integrate student data in Salesforce to identify engaged prospects by matching them with event attendance, career interest, and credit completion toward an academic major. Which integration direction should the consultant recommend?

- A. Two-way integration between the event system and Marketing Cloud
- B. One-way integration between Marketing Cloud and the event system
- C. Two-way integration between the event system and Salesforce

Answer: C

Explanation:

The integration direction that the consultant should recommend for Career Services is C. Two-way integration between the event system and Salesforce1. This is because a two-way integration can allow for bi-directional data exchange and synchronization between the event system and Salesforce, which can enable Career Services to match student data in Salesforce with event attendance, career interest, and credit completion toward an academic major. A two-way integration can also help Career Services to segment and target students based on their engagement and preferences, and to measure the effectiveness and impact of their events and campaigns2.

References:

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

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

NEW QUESTION 169

A university works with business professionals through a continuing education program. Corporate recruiters work with employers to sponsor these programs. Which object should recruiters use to track the progress of sponsorship requests?

- A. Campaign
- B. Opportunity
- C. Program Plan
- D. Affiliation

Answer: B

Explanation:

Opportunity is an object that recruiters should use to track the progress of sponsorship requests. Opportunity is an object that represents a potential sale or revenue source for an organization, such as a donation, grant, or sponsorship. Opportunity can be used to track various information about a sponsorship request, such as amount, stage, probability, or close date. Campaign, Program Plan, and Affiliation are not objects that recruiters should use to track the progress of sponsorship requests. References:

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

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

NEW QUESTION 173

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

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

Answer: A

Explanation:

Education History is an EDA functionality that the consultant can recommend to track school historical data for tagged outreach and donation opportunities. Education History is a feature that allows the consultant to store information about a Contact's previous or current education at an educational institution. Education History can be used to track various types of information, such as school name, degree, major, minor, class year, or sports team. The consultant can use Education History to segment and target alumni based on their school historical data. Program Plan, Attribute, and Relationship are not EDA functionalities that can track school historical data for tagged outreach and donation opportunities. References:
? <https://powerofus.force.com/s/article/EDA-Education-History>
? <https://powerofus.force.com/s/article/EDA-Education-History-Create>

NEW QUESTION 175

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

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

Answer: A

Explanation:

The consultant should recommend Agile as an approach to deliver additional functionality in smaller units through an iterative process for the university that completed its first implementation of Salesforce. Agile is a project management methodology that focuses on delivering value to customers in short and frequent iterations, incorporating feedback and changes along the way. Agile can help the university deliver additional functionality in smaller units through an iterative process by using features such as user stories, sprints, or scrum meetings. Work Breakdown Structure and Waterfall are not approaches that can deliver additional functionality in smaller units through an iterative process for the university that completed its first implementation of Salesforce. References:
? <https://trailhead.salesforce.com/en/content/learn/modules/agile-basics>
? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

NEW QUESTION 179

A university is experiencing performance degradation issues such as record locking, long search times, and long record save times. What is the likely cause for all of these issues?

- A. TDTM
- B. Insufficient code coverage
- C. Data skew
- D. Insufficient data storage

Answer: C

Explanation:

Data skew is the likely cause for all of these issues, such as record locking, long search times, and long record save times. Data skew is a condition that occurs when a large number of child records are associated with a single parent record, or when a large number of records are owned by a single user. Data skew can affect performance and functionality, such as locking records, slowing down queries, and increasing save times. TDTM, insufficient code coverage, and insufficient data storage are not likely causes for all of these issues. References:
? https://help.salesforce.com/s/articleView?id=sf.data_skew.htm&type=5
? <https://developer.salesforce.com/blogs/engineering/2012/04/avoid-account-data-skew-for-peak-performance.html>

NEW QUESTION 183

A university needs an email marketing tool that all program staff can use for mass communications. Program staff need to send emails that list missing application items to students. The items are stored on a custom object in Salesforce. It is important that program staff only have access to their own department's marketing materials, leads, prospects, and templates. Which solution should the consultant recommend?

- A. Salesforce Mass Email
- B. Custom automation with an email alert
- C. Marketing Cloud
- D. Digital Engagement Messaging

Answer: C

Explanation:

Marketing Cloud is a solution that the consultant can recommend to meet the requirement of providing an email marketing tool that all program staff can use for mass communications, and that can send emails that list missing application items to students. Marketing Cloud is a product that allows users to create and manage personalized and targeted email campaigns for customers or prospects. Marketing Cloud also integrates with Salesforce, so users can leverage their CRM data to segment and customize their email messages. Marketing Cloud also provides features such as Business Units and Roles, which can help control access to data, content, subscribers, reports, and settings for each program staff. Salesforce Mass Email, custom automation with an email alert, and Digital Engagement Messaging are not solutions that can meet the requirement of providing an email marketing tool that all program staff can use for mass communications, and that can send emails that list missing application items to students. References:

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

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

NEW QUESTION 187

An Admissions office is interested in evaluating historical trends of its applicants to get greater insights on its applications yield and melt. What should the consultant advise?

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 192

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

- A. Service Cloud and Digital Engagement
- B. Education Cloud and Marketing Cloud
- C. Education Cloud and Slack

Answer: C

Explanation:

? Centralizing Recruitment Efforts: Service Cloud provides a robust platform for managing and automating recruitment processes, including case management, communication tracking, and applicant management.

? Digital Engagement: The Digital Engagement add-on for Service Cloud enables institutions to engage with students through various social channels, including WhatsApp, SMS, and more.

? Solution Set Benefits:

? Implementation Steps:

? Training and Adoption: Provide training to the recruitment team on how to use the new tools and monitor adoption to ensure they leverage the system effectively.

References:

? Salesforce Documentation: Service Cloud

? Salesforce Documentation: Digital Engagement

NEW QUESTION 196

How should a consultant prepare for a successful Education Cloud discovery session with an institution?

- A. Create an Education Cloud storyboard.
- B. List the current challenges in education.
- C. Build the institution's technology roadmap.
- D. Review the institution's strategic plan.

Answer: D

Explanation:

The consultant should review the institution's strategic plan to prepare for a successful Education Cloud discovery session. The strategic plan is a document that outlines the institution's vision, mission, goals, and priorities for the future. By reviewing the strategic plan, the consultant can understand the institution's context, challenges, opportunities, and expectations. The consultant can also align the discovery session agenda and questions with the strategic plan. Creating an Education Cloud storyboard, listing the current challenges in education, and building the institution's technology roadmap are not tasks that the consultant should do to prepare for a discovery session. References:

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

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

NEW QUESTION 201

A consultant is working with a university that uses Salesforce and wants to install the Education Data Architecture (EDA) in that environment. What does the consultant need to do after installing EDA to ensure it is set up correctly?

- A. Assign EDA layouts to the Cases object.
- B. Assign EDA access to a cloned System Admin profile.
- C. Make the EDA record types available to profiles.
- D. Create and assign roles to all users who have access to EDA.

Answer: C

Explanation:

After installing EDA, the consultant needs to make the EDA record types available to profiles that need to access them. This is because EDA comes with several custom record types for standard objects, such as Account, Contact, Course, and Program Enrollment. These record types enable different views and fields for different types of records, such as Household, Student, Faculty, Course Offering, and Program Enrollment. By default, these record types are not assigned to any

profiles, so the consultant needs to manually assign them to the appropriate profiles based on the business requirements and user roles of the university. This will ensure that the users can see and use the EDA record types and fields correctly and efficiently. References: Education Data Architecture Basics, Assign Record Types to Profiles

NEW QUESTION 206

A consultant is writing an Apex class to run when a new Contact is created in a Salesforce environment where Education Data Architecture (EDA) is in use. What should the consultant do to ensure the code executes in the order intended?

- A. Write an Apex trigger to set the order of execution.
- B. Go to EDA Settings to set the order of execution.
- C. Use Table-Driven Trigger Management (TDTM) to set the order of execution.

Answer: C

Explanation:

Table-Driven Trigger Management (TDTM) is a tool to manage the code in Salesforce and control how Apex behaves⁵. TDTM allows the consultant to easily rearrange the order of things via a table in the Salesforce interface (hence, the ??Table- Driven?? in TDTM)⁶. With TDTM, the consultant can tell the Apex trigger: do X first, then Y, then Z, without writing any code⁶. TDTM is part of the Education Data Architecture (EDA) and can be accessed from EDA Settings⁵. References:
? 5: Table-Driven Trigger Management (TDTM) Overview - Salesforce⁷
? 6: Table-Driven Trigger Management and Why it Matters⁸

NEW QUESTION 207

A partner wants to self-certify that its app complies with Education Data Architecture (EDA) readiness. The partner needs to certify that its solution is compatible with EDA, or if it duplicates EDA functionality, that it is properly documented and abides by conventions for key EDA objects. What are two key objects used with EDA? Choose 2 answers.

- A. Opportunity
- B. Affiliation
- C. Account
- D. Attribute

Answer: BD

Explanation:

Affiliation and Attribute are two key objects used with EDA. 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. Attribute is an object that stores additional information about a Contact or an Applicant that is not captured by other EDA objects. Attribute can be used to track various types of information, such as test scores, languages, hobbies, certifications, and documents. Opportunity and Account are not key objects specific to EDA, but rather standard Salesforce objects. References:
? <https://powerofus.force.com/s/article/EDA-Affiliations>
? <https://powerofus.force.com/s/article/EDA-Attributes>
? <https://powerofus.force.com/s/article/EDA-Data-Dictionary>

NEW QUESTION 212

The intellectual Property department at a research university needs to manage the institution's patents. The department does not serve students and has a B2B business process. Which account mode! should the constant recommend?

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

Answer: C

Explanation:

The consultant should recommend the Standard account model for the Intellectual Property department, because it allows them to use the standard Account and Contact objects to manage their B2B business process, without creating additional records or relationships. The Household account model and the Administrative account model are designed for managing B2C or educational relationships, not B2B. References:
? <https://powerofus.force.com/s/article/EDA-Account-Model>
? <https://help.salesforce.com/s/articleView?id=sf.account.htm&type=5>

NEW QUESTION 214

A business school plans a phased Salesforce implementation for its MBA program, Executive Education, Career Advising, and ..
* Executive Education data is largely managed in its own system
* The MBA program is managed in a custom admission system that is integrated will the student information System (SIS)
* Career Advising and Alumni Relations share systems with other university departments
* The consultant has recommended a ??crawl, walk, run?? strategy
Which department should the consultant recommend for the initial ??crawl?? phase?

- A. Career Advising
- B. Executive Education
- C. MBA program

Answer: C

Explanation:

The MBA program is the best candidate for the initial ??crawl?? phase because it already has a custom admission system that is integrated with the SIS, which can be leveraged for Salesforce implementation. Executive Education data is largely managed in its own system, which may require more complex integration or

migration. Career Advising and Alumni Relations share systems with other university departments, which may involve more stakeholders and dependencies.
References:

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

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

NEW QUESTION 219

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 220

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 221

An Admissions office wants to digitize and automate transcript requests. Currently, applicants, must follow a set of manual steps they could be more user friendly. The Admissions office wants a declaratively configured, public facing form that created data in Salesforce.

Which solution should the consultant recommend to meet the requirement?

- A. Email-to-case
- B. Process Builder
- C. Salesforce Files
- 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 creating a declaratively configured, public facing form that creates data in Salesforce. 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 form building capabilities, such as creating web forms, surveys, or quizzes, and capturing data from them in Salesforce. The consultant can help the Admissions office choose an app that meets their needs and budget. Email-to-case, Process Builder, and Salesforce Files are not solutions that can create a declaratively configured, public facing form that creates data in Salesforce. References:

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

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

NEW QUESTION 226

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

What should a consultant create to meet the requirement?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 230

The Advancement department wants to extend its Salesforce environment to support event management, including registration pages, ticketing, and agenda-building functionality.

Which solution should the consultant recommend?

- A. App on the AppExchange
- B. Elevate and Giving Pages
- C. Gift Entry Manager
- D. Event Monitoring

Answer: A

Explanation:

An app on the AppExchange is a solution that the consultant can recommend to extend the Salesforce environment to support event management functionality. The AppExchange is a marketplace where customers can find apps that provide additional features and solutions for Salesforce. There are many apps on the AppExchange that offer event management capabilities, such as registration pages, ticketing, and agenda-building. The consultant can help the Advancement department choose an app that meets their needs and budget. Elevate and Giving Pages, Gift Entry Manager, and Event Monitoring are not solutions that can provide event management functionality. References:

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

? <https://www.salesforce.org/blog/event-management-apps-for-nonprofits-and-higher-ed/>

NEW QUESTION 231

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 233

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 237

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 240

A college wants to expand its existing Salesforce environment to include Advisor Link. Students will need to create and edit appointments with their advisor. Which two Customer Community licenses can be used with Advisor Link?

- A. Customer Community login
- B. Customer Community Plus
- C. Customer Community Plus Login
- D. Customer Community

Answer: BC

Explanation:

Customer Community Plus and Customer Community Plus Login are two Customer Community licenses that can be used with Advisor Link. Customer Community Plus is a license type that enables users to access Advisor Link features such as early alerts, appointments, and program plans from a portal. Customer Community Plus Login is a variation of Customer Community Plus that is based on logins rather than users. Customer Community and Customer Community Login are not license types that can be used with Advisor Link. References:

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

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

NEW QUESTION 245

The Financial Aid department of a college uses Student Success Hub. Students need the ability to schedule an appointment with any financial aid advisor. Which object should the consultant configure in Student Success Hub to meet this requirement?

- A. Advising Pools
- B. Public Groups
- C. EDA Relationships

Answer: A

Explanation:

The consultant should configure the Advising Pools object in Student Success Hub to meet the requirement of allowing students to schedule an appointment with any financial aid advisor for the Financial Aid department that uses Student Success Hub. The Advising Pools object is an object in Student Success Hub that allows users to create groups of advisors who share a common availability, location, or service. The Advising Pools object can help the Financial Aid department meet the requirement of allowing students to schedule an appointment with any financial aid advisor by creating an Advising Pool record for financial aid advisors and associating it with a Service record for financial aid advising. The consultant can also configure other settings such as availability, location, or capacity for the Advising Pool record. Public Groups, EDA Relationships, or Program Plans are not objects that the consultant should configure in Student Success Hub to meet the requirement of allowing students to schedule an appointment with any financial aid advisor for the Financial Aid department that uses Student Success Hub.

References:

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

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

NEW QUESTION 248

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 250

The Alumni Relations office wants to respond to posts by alumni on a variety of Channels, including Instagram, Twitter, and Facebook. Which solution should the office consider?

- A. email Studio
- B. Audience Studio
- C. Social Studio
- D. Interaction Studio

Answer: C

Explanation:

Social Studio is a solution that the Alumni Relations office can consider to respond to posts by alumni on a variety of channels, including Instagram, Twitter, and Facebook. Social Studio allows the office to monitor, publish, and engage with social media content from different platforms. Social Studio also provides analytics and insights that can help the office measure the effectiveness of their social media strategy. Email Studio, Audience Studio, and Interaction Studio are not solutions that can respond to posts by alumni on a variety of channels. References:

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

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

NEW QUESTION 253

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

Which report should the consultant create to meet the requirement?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 255

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 258

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