

Salesforce

Exam Questions Education-Cloud-Consultant

Salesforce Certified Education Cloud Consultant Exam



NEW QUESTION 1

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

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

Answer: D

Explanation:

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

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

NEW QUESTION 2

Why might key stakeholders participate in a Center of Excellence?

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

Answer: A

Explanation:

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

- ? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf
- ? [https://trailhead.salesforce.com/en/content/learn/modules/org-change- management](https://trailhead.salesforce.com/en/content/learn/modules/org-change-management)

NEW QUESTION 3

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

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

Answer: A

Explanation:

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

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

NEW QUESTION 4

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 5

A university is working with a consultant to install and configure the Education Data Architecture (EDA). The university uses the Default Account Model. The university wants accounts to include the first and last name of each contact at the time the contact is created.

Which action should the consultant take in EDA Settings to meet this requirement?

- A. Select the Run Backfill button.
- B. Edit Administrative Account Name Format.
- C. Set the Account Model to Household.

Answer: B

Explanation:

The Default Account Model in EDA creates one account for each contact and names it after the contact's full name. However, if the contact's name changes, the account name does not update automatically. To meet the requirement of including the first and last name of each contact at the time the contact is created, the consultant should edit the Administrative Account Name Format in EDA Settings. This allows the consultant to define a custom formula for naming accounts based on contact fields. For example, the formula could be `FirstName & " " & LastName`. References: [Salesforce Education Cloud Academy: Consultant Fundamentals], [EDA Account Naming]

NEW QUESTION 6

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 7

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

What should the consultant discuss with the client?

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

Answer: D

Explanation:

The consultant should discuss with the client that the business user case requires a full Salesforce license, not other license types. A full Salesforce license allows users to access standard CRM functionality, such as Accounts, Contacts, Opportunities, and Campaigns. This is what the recruitment staff need to access Opportunity and Campaign Member information about students. Other license types, such as Lightning Platform or Community licenses, have limited access to CRM functionality and may not meet the business user case. References:

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

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

NEW QUESTION 8

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

Which two objects 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 9

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

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

Answer: A

Explanation:

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

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

NEW QUESTION 10

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

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

Answer: A

Explanation:

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

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

NEW QUESTION 10

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 13

The Registrar's office has limited staff and is interested in a real-time automated Salesforce messaging solution that can address common student questions on deadlines and requirements, and provide links to resources.

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

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

Answer: CD

Explanation:

Bots and Live Chat are two options that the consultant can recommend to meet the requirement of providing real-time automated Salesforce messaging solution that can address common student questions on deadlines and requirements, and provide links to resources. Bots are automated agents that can interact with customers via text or voice, and provide answers, guidance, or actions based on predefined rules or artificial intelligence. Live Chat is a feature that allows users to

chat with customers or prospects in real time from a website or an app, and provide support or information. Bots and Live Chat can be used together to create a seamless customer service experience, where bots can handle simple inquiries and escalate complex cases to live agents. Knowledge and Queues are not options that can provide real-time automated Salesforce messaging solution. References:

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

? <https://www.salesforce.com/products/service-cloud/features/live-chat-software/>

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

NEW QUESTION 17

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

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

Answer: B

Explanation:

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

References:

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

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

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

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

NEW QUESTION 21

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 24

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 26

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 30

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 32

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 37

Recruiters at an institution are evaluating tools to enhance their email. They want to see when a student has opened an email or clicked on a link. Recruiters also want to insert time slots directly from their calendar into an email and allow students to choose the meeting time.

Which solution should the consultant recommend?

- A. Gmail Integration
- B. Custom automation
- C. Einstein Activity Capture
- D. Salesforce Inbox

Answer: D

Explanation:

Salesforce Inbox is a solution that the consultant can recommend to enhance the email functionality for recruiters. Salesforce Inbox allows recruiters to see when a student has opened an email or clicked on a link, using email tracking features. Salesforce Inbox also allows recruiters to insert time slots directly from their calendar into an email and allow students to choose the meeting time, using meeting scheduling features. Gmail Integration, custom automation, and Einstein Activity Capture are not solutions that can provide the email functionality that recruiters want. References:

? <https://www.salesforce.com/products/sales-cloud/features/salesforce-inbox/>

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

NEW QUESTION 41

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

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

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

Answer: C

Explanation:

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

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

NEW QUESTION 46

An institution's Admissions office needs a solution to help recruiters manage their travel, including route planning. The office also wants the ability to identify students' locations so they can be invited to a recruitment event.

Which solution should the consultant recommend to meet these requirements?

- A. Field Service
- B. Salesforce Maps
- C. Territory Management

Answer: B

Explanation:

The consultant should recommend Salesforce Maps as a solution to help recruiters manage their travel, including route planning, and identify students' locations so they can be invited to a recruitment event for the institution's Admissions office. Salesforce Maps is a product that allows users to optimize their territories, routes, and schedules based on geographic data and insights. Salesforce Maps can help recruiters manage their travel, including route planning, and identify students' locations so they can be invited to a recruitment event by using features such as Live Tracking, Route Optimization, Geocoding, or Map Layers. Field Service, Territory Management, or Marketing Cloud are not solutions that can help recruiters manage their travel, including route planning, and identify students' locations so they can be invited to a recruitment event for the institution's Admissions office. References:

? <https://www.salesforce.com/products/maps/overview/>
? <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-maps-basics>

NEW QUESTION 47

An institution is experiencing record locking and sharing performance issues in a Salesforce org with the Education Data Architecture (EDA). A consultant notices there are more than 10,000 child records associated to a single parent record.

Which object should the consultant review first?

- A. Accounts
- B. Relationships
- C. Affiliations

Answer: B

Explanation:

The consultant should review the Relationships object first when noticing that there are more than 10,000 child records associated to a single parent record for the institution that is experiencing record locking and sharing performance issues in a Salesforce org with EDA. The Relationships object is an object in EDA that allows users to store information about how two Contacts are related to each other, such as parent-child, sibling, or spouse. The Relationships object can cause record locking and sharing performance issues in a Salesforce org with EDA if there are too many child records associated to a single parent record, such as a Contact with many Relationships or Affiliations. The consultant should review the Relationships object first when noticing that there are more than 10,000 child records associated to a single parent record for the institution that is experiencing record locking and sharing performance issues in a Salesforce org with EDA by checking if there are any data skew or ownership skew issues and applying best practices to resolve them. Accounts or Affiliations are not objects that the consultant should review first when noticing that there are more than 10,000 child records associated to a single parent record for the institution that is experiencing record locking and sharing performance issues in a Salesforce org with EDA. References:

? <https://powerofus.force.com/s/article/EDA-Relationships>
? https://developer.salesforce.com/docs/atlas.en-us.salesforce_large_data_volumes_bp.meta/salesforce_large_data_volumes_bp/dv_deployments_introduction.htm

NEW QUESTION 50

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 52

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 57

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 61

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

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 66

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 68

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

- A. The code is maintained by Salesforce developers.
- B. The code is updated via Salesforce Releases.
- C. The code is directly accessible.

Answer: C

Explanation:

The consultant should discuss with the IT department that the code of open source solutions is directly accessible, which means that they can view, modify, and customize it according to their needs. However, this also means that they are responsible for maintaining and updating the code, as well as ensuring its security and compatibility. The code of open source solutions is not maintained by Salesforce developers or updated via Salesforce Releases. References:

- ? <https://trailhead.salesforce.com/en/content/learn/modules/open-source-commons/open-source-basics>
- ? <https://trailhead.salesforce.com/en/content/learn/modules/open-source-commons/open-source-projects>

NEW QUESTION 70

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

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

Answer: D

Explanation:

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

- ? <https://www.salesforce.com/products/service-cloud/overview/>
- ? https://trailhead.salesforce.com/en/content/learn/modules/service_cloud_basics

NEW QUESTION 71

A college wants to extend its existing Education Data Architecture org to support the Advancement department's fundraising needs. What should the consultant recommend to meet the requirement?

- A. Gift Entry Manager
- B. Nonprofit Success Pack
- C. Giving Pages
- D. Elevate

Answer: B

Explanation:

Nonprofit Success Pack (NPSP) is a solution that the consultant can recommend to meet the requirement of extending EDA org to support fundraising needs. NPSP is built on top of EDA and provides features such as donations management, gift processing, donor engagement, and reporting. Gift Entry Manager, Giving Pages, and Elevate are not solutions that can extend EDA org to support fundraising needs, but rather tools that can work with NPSP to enhance the fundraising experience. References:

- ? <https://www.salesforce.org/education/education-cloud-for-advancement/>
- ? <https://www.salesforce.org/nonprofit/nonprofit-success-pack/>

NEW QUESTION 75

An academic advisor is preparing for a meeting with a student. The advisor wants to review the classes associated with the student's course of study to ensure the student is on track for graduation. Which functionality should a consultant recommend?

- A. Academic program
- B. pathways
- C. Affiliation

Answer: B

Explanation:

The consultant should recommend Pathways for the academic advisor to review the classes associated with the student's course of study and ensure the student is on track for graduation. Pathways allow advisors to create and monitor academic plans for students based on their program requirements and course offerings. Academic Program is an object that defines the program of study that a student is enrolled in, but it does not show the classes or progress. Affiliation is an object that tracks the relationship between a Contact and an Account, such as a student and a school, but it does not show the classes or progress. References:

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

NEW QUESTION 80

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

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

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 83

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 88

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

Which solution should the consultant recommend?

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 89

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

Which Salesforce solution should the consultant recommend?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 91

An elementary school plans to implement the K-12 Architecture Kit in a new org. The school wants to be able to send SMS messages to parents. Which solution should the consultant recommend to meet the requirement?

- A. Marketing Cloud
- B. App on the AppExchange
- C. Education Data Architecture

Answer: B

Explanation:

The K-12 Architecture Kit does not have a native feature to send SMS messages to parents. However, there are several apps on the AppExchange that can provide this functionality, such as Mogli SMS1, SMS Magic, or Twilio for Salesforce. These apps can integrate with Salesforce and allow users to send and receive SMS messages from within the platform. The consultant should recommend the school to explore the available apps on the AppExchange and choose the one that best suits their needs and budget.

Marketing Cloud is a Salesforce solution that provides digital marketing tools, such as email, mobile, social, and web. Marketing Cloud can also send SMS messages to contacts, but it is a more complex and expensive solution than an app on the AppExchange. Marketing Cloud may not be necessary for the school's requirement of sending simple SMS messages to parents. Education Data Architecture (EDA) is a Salesforce solution that provides a flexible data architecture for educational institutions. EDA does not have a native feature to send SMS messages either.

References:

- ? 1: 7 obstacles & text messaging solutions for K-12 school ?? - Mogli1
- ? : SMS-Magic Converse Text Messaging - AppExchange
- ? : Twilio for Salesforce - AppExchange
- ? : Marketing Cloud Overview - Salesforce
- ? : Education Data Architecture Overview - Salesforce

NEW QUESTION 96

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

Which solution should the consultant recommend?

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

Answer: C

Explanation:

The best solution for the Recruitment and Admissions office to use Salesforce to track prospective students, recruitment events, student applications, digital engagement, and interactions with prospects on their mobile devices is C. Einstein Bots¹². Einstein Bots are chatbots that use artificial intelligence (AI) to automate conversations with prospective students on various channels, such as SMS, social media, and email. They can provide information, answer questions, collect data, and hand off the conversation to a human agent if needed. Einstein Bots can help the Recruitment and Admissions office to track digital engagement and interactions with prospects on their mobile devices, and improve the student experience¹².

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

NEW QUESTION 98

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

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

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

Answer: B

Explanation:

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

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

NEW QUESTION 103

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 104

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

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

Answer: A

Explanation:

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

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

NEW QUESTION 108

A consultant is making changes to compact layouts in the Education Data Architecture (EDA) and wants those changes to persist when a new release is pushed to the Salesforce environment.

Which step should the consultant take to accomplish this?

- A. Clone the EDA Compact Layout.
- B. Edit the Mini Page Layout.
- C. Assign the Mini Page Layout to all users.

Answer: A

Explanation:

The consultant should clone the EDA Compact Layout as a step to accomplish making changes to compact layouts in EDA and having those changes persist when a new release is pushed to the Salesforce environment. A compact layout is a layout that shows key fields of a record in a summary view, such as in a list view or a record highlight panel. Cloning the EDA Compact Layout means creating a copy of the default compact layout provided by EDA and making changes to it, such as adding or removing fields. Cloning the EDA Compact Layout can help the consultant accomplish making changes to compact layouts in EDA and having those changes persist when a new release is pushed to the Salesforce environment by ensuring that the custom compact layout will not be overwritten by EDA updates. Editing the Mini Page Layout, assigning the Mini Page Layout to all users, or creating a custom Record Type are not steps that the consultant should take to accomplish making changes to compact layouts in EDA and having those changes persist when a new release is pushed to the Salesforce environment.

References:

- ? https://help.salesforce.com/s/articleView?id=sf.compact_layouts_overview.htm&type=5
- ? <https://powerofus.force.com/s/article/EDA-Compact-Layouts>

NEW QUESTION 110

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

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

Answer: B

Explanation:

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

- ? 1: EDA Object Reference - Salesforce³
- ? 2: Analyze Student Success Data with the Tableau Accelerator - Salesforce⁴

NEW QUESTION 113

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

Which solution should a consultant recommend?

- A. Event Monitoring

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

Answer: B

Explanation:

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

- ? <https://trailhead.salesforce.com/en/content/learn/modules/volunteer-management-basics>
- ? https://help.salesforce.com/s/articleView?id=sf.event_monitoring.htm&type=5
- ? https://help.salesforce.com/s/articleView?id=sf.process_overview.htm&type=5

NEW QUESTION 116

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 117

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 118

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

Which solution should the consultant recommend?

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

Answer: A

Explanation:

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

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

References:

- ? 1: [Email Studio Overview - Salesforce](#)
- ? 2: [Email Scoring Basics - Salesforce](#)
- ? 3: [Salesforce Inbox Overview - Salesforce](#)
- ? 4: [Use Email Templates in Inbox - Salesforce](#)
- ? 5: [Account Engagement Overview - Salesforce](#)
- ? 6: [Engage Campaigns Overview - Salesforce](#)

NEW QUESTION 122

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 123

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

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 128

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 129

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

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

Answer: C

Explanation:

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

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

NEW QUESTION 131

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 133

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 135

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 model should the consultant 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 136

A consultant has been working with a university to build a new student services solution using Salesforce. The consultant is preparing for User Acceptance Testing. Which item should be excluded from the testing scope?

- A. User experience in production
- B. Large data volumes
- C. Data load simulation
- D. Average versus peak performance

Answer: A

Explanation:

User experience in production should be excluded from the testing scope for User Acceptance Testing. User Acceptance Testing is a phase of testing that involves end users validating the functionality and usability of the solution in a sandbox environment that mimics the production environment. User Acceptance Testing should not include testing user experience in production, because this can affect live data and operations, and introduce errors or risks. Large data volumes, data load simulation, and average versus peak performance should be included in the testing scope for User Acceptance Testing, because they can help

evaluate the performance and scalability of the solution under different scenarios and conditions. References:

- ? <https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/test-your-applications>
- ? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

NEW QUESTION 139

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 141

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 142

Recruiters want to visualize the number of prospective students at various stages in the recruitment process.

Which report chart should the consultant implement?

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

Answer: D

Explanation:

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

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

NEW QUESTION 146

A university is migrating from its Education Data Architecture org to Education Cloud. Which consideration should the consultant discuss with the university?

- A. Education Cloud uses the Household Account model.
- B. Education Cloud uses the Administrative Account model
- C. Education Cloud uses Person Accounts.

Answer: B

Explanation:

? Understanding Account Models in Education Cloud: Education Cloud typically uses the Administrative Account model to manage relationships and hierarchies

between contacts (students, parents, etc.) and accounts (departments, institutions, etc.).

? Administrative Account Model: This model allows educational institutions to maintain a structured and organized view of their data, which is essential for managing various relationships and processes within the institution.

? Migration Considerations:

? Steps to Implement: References:

? Salesforce Education Cloud Documentation: Salesforce Help: Administrative Account Model

NEW QUESTION 151

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

Which two solutions should the consultant recommend? Choose 2 answers

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

Answer: AD

Explanation:

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

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

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

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

NEW QUESTION 152

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

Which location should the consultant visit to install EDA in the existing environment?

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

Answer: C

Explanation:

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

NEW QUESTION 156

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 158

A customer wants to install the Education Data Architecture (EDA) into their existing Salesforce org.

How should the consultant prepare for implementation?

- A. Choose a middleware tool to integrate EDA.
- B. Build applicable API customizations.
- C. Export all existing Salesforce data.
- D. Map Salesforce custom objects to EDA objects.

Answer: D

Explanation:

The consultant should map Salesforce custom objects to EDA objects to prepare for installing EDA into an existing Salesforce org. This means identifying which custom objects in the existing org have similar or equivalent functionality as EDA objects, and mapping their fields and relationships accordingly. This will help the consultant determine which custom objects can be replaced by EDA objects, which custom objects need to be integrated with EDA objects, and which custom objects need to be retained as they are. Choosing a middleware tool to integrate EDA, building applicable API customizations, and exporting all existing Salesforce data are not tasks that the consultant should do to prepare for installing EDA. References:

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

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

NEW QUESTION 163

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