



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

A college is experiencing a disconnect between the Advancement and Finance departments which causes a delay in the allocation of donations. The college wants to synchronize fundraising data between these two offices. Which solution should a consultant recommend?

- A. Financial Services Cloud
- B. Payment Services
- C. Accounting Subledger

Answer: C

Explanation:

Accounting Subledger is a solution that allows education institutions to synchronize fundraising data between Advancement and Finance departments. It enables them to create accounting-ready summaries of donations and other transactions from Salesforce and export them to their accounting systems¹. This solution can help the college avoid manual data entry, reduce errors, and streamline the allocation of donations. References: Salesforce Education Cloud Academy: Consultant Fundamentals, [Accounting Subledger Overview]

NEW QUESTION 3

A higher education institution has used Salesforce for many years and has Person Accounts enabled. The institution wants to install the Education Data Architecture (EDA) in its existing Salesforce environment. Which consideration should the consultant discuss with the institution?

- A. Person Accounts are unsupported in EDA.
- B. A support ticket is required to disable Person Accounts.
- C. Person Accounts can only be merged with Administrative Accounts.

Answer: A

Explanation:

In Education Cloud, data about individual people, such as students, faculty, alumni, and external contacts, are saved on the Account object as Person Accounts. However, when it comes to EDA, Person Accounts are not supported because EDA uses a different account model designed to accommodate the complex relationships and affiliations unique to educational institutions². It's important to discuss with the institution that if they want to use EDA, they will need to consider how to handle existing Person Accounts, as they would need to transition to the EDA account model, which does not support Person Accounts directly¹.

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=a0N3A00000FMk ZCUA1>

NEW QUESTION 5

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

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

Answer: B

Explanation:

The consultant should recommend the school to build a Center of Excellence, because this can ensure that the expansion of their Salesforce environment is efficient, scalable, and will meet the needs of new and existing users. A Center of Excellence is a team or a group of teams that provide leadership, best practices, governance, and support for Salesforce within an organization. A Center of Excellence can help the school align their Salesforce strategy with their business goals, manage change and adoption, optimize performance and security, and foster innovation and collaboration. Creating a Trailmix for new users, granting System Admin access for each department leader, and encouraging users to post ideas on Chatter are not recommendations that can ensure that the expansion of the Salesforce environment is efficient, scalable, and will meet the needs of new and existing users. References:

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

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

NEW QUESTION 6

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 7

A 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 8

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

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

Answer: B

Explanation:

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

addresses. Standard Account, Household Account, and Administrative Account are not account models that can meet the requirement of associating the residence hall address information to the international student Contact and Account record. References:

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

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

NEW QUESTION 9

A university wants a Salesforce solution that manages student applications and application reviewer assignments. Which solution should the consultant recommend?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 10

The Advancement office wants to replace its legacy system with Salesforce and has hired a consultant to help build a CRM strategy. Which recommendation should the consultant make to meet this requirement?

- A. Implement Nonprofit Success Pack (NPSP).
- B. Start solution design during a discovery session.
- C. Prioritize the organization's initiatives.

Answer: C

Explanation:

A CRM strategy is a plan that outlines how an organization will use Salesforce to achieve its goals and objectives. A consultant should recommend prioritizing the organization's initiatives as part of the CRM strategy, as this will help align the Salesforce solution with the most important and urgent needs of the Advancement office, such as fundraising, donor engagement, alumni relations, etc. Prioritizing the initiatives will also help define the scope, timeline, and budget of the project, as well as the key stakeholders, success metrics, and risks involved. Implementing Nonprofit Success Pack (NPSP) is a possible solution option, but not a recommendation for the CRM strategy. Starting solution design during a discovery session is a project management best practice, but not a recommendation for the CRM strategy.

NEW QUESTION 10

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 12

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 15

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

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

Answer: A

Explanation:

Application documents are saved as Salesforce Files in Admissions Connect, which are attached to the Application record or the Application Material Mapping record. Document Type is a field on the Application Material Mapping object that defines the type of document required for an application requirement. Action Plan Item is an object that tracks tasks or actions related to an application or enrollment process. References:
? https://help.salesforce.com/s/articleView?id=sf.admissions_connect_files.htm&type=5
? https://help.salesforce.com/s/articleView?id=sf.admissions_connect_application_material_mapping.htm&type=5

NEW QUESTION 17

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

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

Answer: B

Explanation:

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

NEW QUESTION 22

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 23

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

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

Answer: D

Explanation:

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

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

NEW QUESTION 26

A consultant is working on an Advisor Link implementation for the undergraduate Advising departments. Advisors must be able to view a student's classes, track milestones, set student meetings, and integrate meetings with their Outlook calendar. The Advising department wants to know which functionality is included with Advisor Link and whether a third-party application is necessary. Which function may require a third-party app?

- A. Success Plans
- B. Calendar syncing
- C. Degree visualization
- D. Appointment scheduling

Answer: C

Explanation:

Degree visualization is a function that may require a third-party app for Advisor Link. Degree visualization allows advisors and students to see the progress and requirements of a degree program in a graphical way. Advisor Link does not provide this function out of the box, so a third-party app may be needed to achieve it. Success Plans, calendar syncing, and appointment scheduling are functions that are included with Advisor Link and do not require a third-party app. References:

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

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

NEW QUESTION 30

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

- A. Move old data out of the CRM into a data warehouse.
- B. Create a Force.com Query Plan for old data.
- C. Use Data Studio to process old data.

Answer: C

Explanation:

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

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

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

NEW QUESTION 31

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

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

Answer: C

Explanation:

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

References:

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

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

NEW QUESTION 34

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

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

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

Answer: D

Explanation:

The consultant should discuss with the school that Person Accounts must be enabled as a compatibility consideration for using EDA and creating Giving Pages. Person Accounts are a feature that allows users to store information about individual people who are not associated with an Account, such as donors or applicants. Person Accounts are required for using EDA and creating Giving Pages, because they enable users to track donations and payments from individual donors. Accounting Subledger is not installed, but rather purchased separately. Elevate is not incompatible with Advisor Link, but rather integrates with it. Gift Entry Manager is not required, but rather optional. References:

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

? <https://www.salesforce.org/wp-content/uploads/2020/08/Elevate-and-Giving-Pages.pdf>

NEW QUESTION 35

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 38

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 39

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 41

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 43

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

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 46

A university plans 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. Disable Trigger Handler records.
- B. Define the process.
- C. Use the Data Import Wizard.

Answer: B

Explanation:

The initial step that the consultant should take when planning to integrate Salesforce with the Student Information System (SIS) is B. Define the process¹. This means that the consultant should identify the business requirements, use cases, and scenarios that the integration should support, such as data synchronization, data transformation, data validation, error handling, etc. The consultant should also determine the scope, frequency, direction, and volume of the data exchange, as well as the security and performance considerations².

* A. Disable Trigger Handler records and C. Use the Data Import Wizard are not valid steps for the initial integration planning. Disabling Trigger Handler records is a step that may be required when installing the Education Data Architecture (EDA) package in an existing Salesforce org, as it can prevent conflicts with existing triggers and workflows³. However, this is not related to the integration with the SIS. Using the Data Import Wizard is a tool that can be used to import data from external sources into Salesforce, such as accounts, contacts, leads, etc⁴. However, this is not a step for the initial integration planning, but rather a possible option for the data migration or loading.

NEW QUESTION 49

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 52

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 53

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/ldv_deployments_introduction.htm

NEW QUESTION 54

A university is implementing Advisor Link and needs to test the integration with its Student Information System (SIS), and provide training space for advisors. The university needs access to some of the data from the production org for the advisor training.

Which two types of sandboxes meet this use case? Choose 2 answers

- A. Developer Sandbox
- B. Developer Pro Sandbox
- C. Full Sandbox
- D. Partial Sandbox

Answer: CD

Explanation:

Full Sandbox and Partial Sandbox are two types of sandboxes that meet this use case for the university that is implementing Advisor Link and needs to test the integration with its SIS, and provide training space for advisors. A sandbox is a copy of a production environment that allows users to develop, test, or train without affecting live data or operations. A Full Sandbox is a type of sandbox that copies all data and metadata from the production environment. A Partial Sandbox is a type of sandbox that copies all metadata and a sample of data from the production environment based on specified criteria. The university can use a Full Sandbox or a Partial Sandbox to test the integration with its SIS, and provide training space for advisors with access to some of the data from the production org. Developer

Sandbox and Developer Pro Sandbox are not types of sandboxes that meet this use case for the university that is implementing Advisor Link and needs to test the integration with its SIS, and provide training space for advisors. References:

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

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

NEW QUESTION 57

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 58

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 63

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 68

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

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

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

Answer: AD

Explanation:

The consultant should create a Student Case record and an Administrative Account record to set up a student in Student Success Hub. Student Case is an object that represents a student's request for assistance or support from an advisor or a counselor. Student Case can be used to track various information about a student's issue, such as status, priority, category, or resolution. The consultant should create a Student Case record for each student who needs assistance or

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

- ? <https://www.salesforce.org/products/student-success-hub/overview/>
- ? <https://powerofus.force.com/s/article/SSHUB-Student-Cases>
- ? <https://powerofus.force.com/s/article/EDA-Accounts>

NEW QUESTION 73

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 78

A university plans to implement Salesforce. The project lead is drafting a communication plan and has asked the consultant to provide examples of communications to send after implementation. Which communication example should a consultant recommend?

- A. User contest
- B. Teaser email
- C. Project sponsor profile

Answer: A

Explanation:

User contest and post go-live recap are two communication examples that the consultant can recommend to send after implementation. User contest is a type of communication that encourages users to participate in a competition or a challenge related to using Salesforce, such as completing a certain number of tasks, earning badges on Trailhead, or submitting feedback or ideas. User contest can help increase user engagement, adoption, and satisfaction with Salesforce. Post go-live recap is a type of communication that summarizes the results and outcomes of the implementation project, such as key achievements, lessons learned, success stories, or next steps. Post go-live recap can help celebrate the project completion, acknowledge the project team and stakeholders, and provide guidance for future improvements. Teaser email and project sponsor profile are two communication examples that the consultant can recommend to send before implementation. References:

- ? https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf
- ? https://trailhead.salesforce.com/en/content/learn/modules/change_management/change_management_communicate

NEW QUESTION 81

A college is replacing its legacy system with the Education Data Architecture (EDA). The consultant is working on the data migration and needs to map available classes. Which EDA object indicates a class is available for a given term?

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

Answer: D

Explanation:

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

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

NEW QUESTION 85

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 87

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 89

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

Which solution should the consultant recommend?

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

Answer: A

Explanation:

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

NEW QUESTION 94

International Programs wants to track the emergency contacts for students who are studying abroad.

Which functionality should a consultant implement to meet this requirement?

- A. Relationships
- B. Household Accounts
- C. Affiliations
- D. Success Teams

Answer: A

Explanation:

Relationships is a functionality that the consultant can implement to meet the requirement of tracking the emergency contacts for students who are studying abroad. Relationships is a feature that allows the consultant to create and manage connections between Contacts in EDA. Relationships can be used to track various types of connections, such as family, friends, mentors, or emergency contacts. The consultant can create a custom Relationship Type for emergency contacts and associate it with the students who are studying abroad. Household Accounts, Affiliations, and Success Teams are not functionalities that can track the emergency contacts for students who are studying abroad. References:

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

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

NEW QUESTION 97

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

What should the consultant discuss with the system admin?

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

Answer: C

Explanation:

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

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

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

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

NEW QUESTION 99

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 103

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 108

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

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

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

Answer: C

Explanation:

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

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

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

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

NEW QUESTION 110

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 112

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 116

A consultant is enabling Course Connections for the first time in the Education Data Architecture.

What should the consultant do first?

- A. Run Course Connections Backfill.
- B. Set up Course Offering Schedule.
- C. Disable Course Enrollments.
- D. Set Record Types for Course Connections.

Answer: D

Explanation:

The first thing that the consultant should do when enabling Course Connections for the first time in EDA is to set record types for Course Connections. Record types allow the consultant to define different types of course connections, such as instructor, student, or teaching assistant. Record types also determine the page layout and picklist values for each type of course connection. Running Course Connections Backfill, setting up Course Offering Schedule, and disabling Course Enrollments are not the first steps to enable Course Connections in EDA. References:

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

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

NEW QUESTION 119

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 124

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

Which security setting should the consultant configure?

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 126

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

Which integration approach should the consultant recommend?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 130

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 131

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

Which action should the consultant take?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 136

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 141

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 142

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 144

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 148

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 151

An elementary school wants to implement an out-of-the-box solution to track enrollments by grade. Which solution should the consultant recommend?

- A. K-12 Architecture Kit
- B. Nonprofit Success Pack
- C. Education Data Architecture
- D. Program Management Module

Answer: A

Explanation:

The consultant should recommend K-12 Architecture Kit as an out-of-the-box solution to track enrollments by grade for the elementary school. K-12 Architecture Kit is a solution that extends EDA to meet the needs of K-12 schools. K-12 Architecture Kit provides objects and features to track student information, such as grades, attendance, and program enrollments. The consultant can help the elementary school configure and customize K-12 Architecture Kit to track enrollments by grade using features such as Grade Enrollment or Grade Level. Nonprofit Success Pack, Education Data Architecture, and Program Management Module are not out-of-the-box solutions to track enrollments by grade for the elementary school. References:
? <https://github.com/SalesforceFoundation/k12-architecture-kit>
? <https://powerofus.force.com/s/article/K12-Architecture-Kit>

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 154

A university's marketing department works on email campaigns for advancement. It wants to measure campaign effectiveness, return on investment, and

Opportunity conversion using standard Salesforce functionality.
What should the consultant recommend to meet this requirement?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 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 160

An elementary school district has evaluated Nonprofit Success Pack and now wants to evaluate the K-12 Architecture Kit.

Which action should the consultant take?

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 165

The advancement team uses Salesforce for its fundraising operations. The team wants a tool to help determine whether they will meet the campaign goal.

Which analytics tool should the consultant recommend?

- A. Einstein Prediction Builder
- B. Campaign Influence
- C. Tableau Prep Conductor

Answer: A

Explanation:

The consultant should recommend Einstein Prediction Builder for the advancement team to create a tool that helps determine whether they will meet the campaign goal. Einstein Prediction Builder allows users to create custom predictions based on their Salesforce data, such as predicting the likelihood of a donor giving a certain amount or reaching a certain level of engagement. Campaign Influence is a feature that tracks how campaigns influence opportunities, not

campaign goals. Tableau Prep Conductor is a tool that automates and schedules data preparation flows, not predictions. References:

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

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

? https://help.tableau.com/current/prep/en-us/prep_conductor.htm

NEW QUESTION 167

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 170

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 173

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 176

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 177

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 179

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 180

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 185

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 187

The Marketing department at a college emails former students twice a year informing them of upcoming fundraising events. The department is concern 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 188

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 192

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 196

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 197

Staff in Continuing and Professional Education use Salesforce and Pardot for marketing and management of its certificate programs. Staff occasionally need to view course payment information that they can access in a separate transaction system. The system admin wants Salesforce to contain only CRM data for reports and automation.

Which data management strategy should the consultant recommend for course payment information?

- A. Migrate course payments to pardot and Salesforce.
- B. Manage course payments in the transaction system and Pardot.
- C. Manage course payments in the transaction system.
- D. Integrate course payments from Salesforce to the transaction system.

Answer: C

Explanation:

The consultant should recommend to manage course payments in the transaction system as a data management strategy for course payment information. This means that the course payment information will not be stored or processed in Salesforce or Pardot, but rather in a separate system that is designed for handling transactions. This can help the system admin keep Salesforce clean and focused on CRM data for reports and automation, and avoid data duplication, integration issues, or security risks. Migrating course payments to Pardot and Salesforce, managing course payments in the transaction system and Pardot, or integrating course payments from Salesforce to the transaction system are not data management strategies that can help the system admin keep Salesforce clean and focused on CRM data for reports and automation. References:

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

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

NEW QUESTION 201

Alumni Relations is using Salesforce with the Education Data Architecture (EDA). The department is holding an event that features a faculty member as the guest speaker. The events manager wants a report of all alumni who took a course from that faculty member. How should the consultant create this report?

- A. Create a custom Report Type with Courses, Course Offerings, and Course Connections.
- B. Use the Course Connections with Contact's Academic Program Report Type.
- C. Add a Course Connections cross filter to the Program Enrollments with Contact report.

Answer: A

Explanation:

The consultant should create a custom Report Type with Courses, Course Offerings, and Course Connections to create a report of all alumni who took a course from that faculty member for the Alumni Relations office that is using Salesforce with EDA. A custom Report Type is a type of report that shows information about one or more objects and their fields, filters, and relationships. A custom Report Type with Courses, Course Offerings, and Course Connections can help the Alumni Relations office create a report of all alumni who took a course from that faculty member by showing the relationship between the Contact object and the Course object through the Course Offering object and the Course Connection object. The consultant can add fields and filters to the custom Report Type to show only the alumni who took a course from that faculty member. Using the Course Connections with Contact's Academic Program Report Type, adding a Course Connections cross filter to the Program Enrollments with Contact report, or creating a custom Report Type with Contacts, Accounts, and Affiliations are not ways to create a report of all alumni who took a course from that faculty member for the Alumni Relations office that is using Salesforce with EDA. References:

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

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

NEW QUESTION 205

A school is considering leveraging Student Success Hub. Which operational requirement should the consultant confirm?

- A. Einstein Bots must be enabled prior to installing Student Success Hub.
- B. Student Success Hub requires Education Data Architecture (EDA).
- C. Read, Create and Edit access to Contacts, Accounts, and Cases is required.
- D. Student Success Hub requires the K-12 Architecture Kit.

Answer: B

Explanation:

The consultant should confirm that Student Success Hub requires Education Data Architecture (EDA) as an operational requirement. 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. Einstein Bots being enabled prior to installing Student Success Hub, Read, Create and Edit access to Contacts, Accounts, and Cases being required, or Student Success Hub requiring the K-12 Architecture Kit are not operational requirements that the consultant should confirm. References:

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

NEW QUESTION 206

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

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

Answer: B

Explanation:

The State and Country Picklist feature in Salesforce allows users to select states and countries from predefined, standardized lists, instead of entering them manually into text fields². These picklists are based on ISO-3166 standard values, which are internationally recognized codes for identifying countries and their subdivisions. Therefore, before migrating the data, the consultant should confirm that all state and country values in the source data are ISO-3166 values, otherwise they will not match the picklist values in the target environment.

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

References:

- ? ²: [Configure State and Country Picklists - Salesforce](#)³
- ? : [ISO 3166 - Wikipedia](#)
- ? : [Enable Contact Multi-Addresses - Salesforce](#)

NEW QUESTION 210

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 213

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 218

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 219

A consultant for university has built customizations in a sandbox environment that is a different version from the production org.

What should the consultant do first to avoid any issues?

- A. Package the customizations, refresh the sandbox and reinstall the customization.
- B. Manually update the production org by installing the release update from Github.
- C. Submit a case to Salesforce Support to update the production org.
- D. Deploy the customizations into the production org via change sets.

Answer: A

Explanation:

The consultant should package the customizations, refresh the sandbox, and reinstall the customization as the first step to avoid any issues when deploying from a sandbox environment that is a different version from the production org. Packaging the customizations means creating an unmanaged package that contains all the components and metadata that are part of the custom solution. Refreshing the sandbox means creating a new copy of the sandbox environment from the production org. Reinstalling the customization means installing the unmanaged package into the refreshed sandbox environment. This step can help avoid any issues that may arise from deploying from a sandbox environment that is a different version from the production org, such as compatibility errors, missing dependencies, or data loss. Manually updating the production org by installing the release update from GitHub, submitting a case to Salesforce Support to update the production org, or deploying the customizations into the production org via change sets are not steps that the consultant should take first to avoid any issues when deploying from a sandbox environment that is a different version from the production org. References:

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

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

? <https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/test-your-applications>

NEW QUESTION 222

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, publish 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 227

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 229

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 233

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