

Salesforce

Exam Questions Education-Cloud-Consultant

Salesforce Certified Education Cloud Consultant Exam



NEW QUESTION 1

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

Which step should the consultant recommend?

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

Answer: B

Explanation:

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

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

NEW QUESTION 2

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

Which component should the consultant recommend to meet their needs?

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

Answer: A

Explanation:

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

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

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

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

NEW QUESTION 3

A 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

Why might key stakeholders participate in a Center of Excellence?

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

Answer: A

Explanation:

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

participate in a Center of Excellence for the university. References:

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

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

NEW QUESTION 5

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

Which development consideration should the consultant advise?

A. Projects are required to have at least one Salesforce staff person on the project team.

B. Projects use CumulusCI for continuous integration and deployment.

C. Projects must be compatible with the Education Data Architecture (EDA).

Answer: B

Explanation:

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

or extension. References:

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

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

NEW QUESTION 6

A primary school has switched to remote learning and wants to track student well-being, technology needs, and various family situations needing attention.

Which Education Cloud solution meets this requirement?

A. Student Success Hub

B. Pathways

C. K-12 Architecture Kit

D. Admissions Connect

Answer: A

Explanation:

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

? Student Success Hub

? Student Success Hub Implementation Guide

? Student Success Hub Trailhead Module

NEW QUESTION 7

A university's IT department is setting up an integration between the student information system (SIS) and the Education Data Architecture (EDA). The SIS integration will send students' academic major, status, and dates.

Which Salesforce object should this be mapped to?

A. Course Connection

B. Education History

C. A Program Enrollment

Answer: C

Explanation:

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

? 1: Education Data Architecture Documentation - Salesforce¹

? 2: EDA Object Reference - Salesforce⁴

? 3: EDA Object Reference - Salesforce⁴

NEW QUESTION 8

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

The university advancement team wants the ability to track students?? prior and current connections to other schools. Which two object should the consultant evaluate to connect students to other educational institutions?

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

Answer: A

Explanation:

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

References:

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

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

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

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

NEW QUESTION 10

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

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

Answer: B

Explanation:

? Configuring Availability for Appointments:

? Setting Up Benefit Schedule:

? Integration with Portals:

? Training and Adoption: References:

? Salesforce Education Cloud Documentation: Benefit Schedule

NEW QUESTION 10

The CRM steering committee that oversees the university's Salesforce implementation needs guidance on governance best practices. Which best practice should a consultant recommend?

- A. Assign only department leaders as champions.
- B. Ask committee members to Join a local Salesforce group.
- C. Hold a standing committee meeting.

Answer: B

Explanation:

The consultant should recommend to hold a standing committee meeting as a governance best practice for the CRM steering committee that oversees the university??s Salesforce implementation. A standing committee meeting is a meeting that occurs regularly and consistently with a fixed agenda and attendees. A standing committee meeting can help the CRM steering committee oversee the university??s Salesforce implementation by providing a forum to review progress, discuss issues, make decisions, or communicate updates. Assigning only department leaders as champions, asking committee members to join a local Salesforce group, or creating a change management plan are not governance best practices that the consultant should recommend for the CRM steering committee that oversees the university??s Salesforce implementation. References:

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

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

NEW QUESTION 13

An Admissions office is interested in Admissions Connect to process student applications. Which consideration should the consultant advise?

- A. Admissions Connect requires a third-party app.
- B. Experience Cloud is required.
- C. Application form requires OmniStudio.

Answer: C

Explanation:

The consultant should advise that the application form requires OmniStudio as a consideration when using Admissions Connect to process student applications for the Admissions office. OmniStudio is a product that allows users to create and manage digital experiences for customers or constituents. OmniStudio is required to create and customize the application form in Admissions Connect, which is the online form that applicants use to submit their information and documents for admission. The consultant should advise that the application form requires OmniStudio as a consideration when using Admissions Connect to process student applications for the Admissions office by explaining the benefits and challenges of using OmniStudio for creating and customizing the application

form, such as flexibility, functionality, or configuration. Admissions Connect requires a third- party app, Experience Cloud is required, or Application Review requires Tableau CRM are not considerations that the consultant should advise when using Admissions Connect to process student applications 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 15

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 16

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

What is a standard feature of Education Cloud?

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

Answer: A

Explanation:

? Features of Student Advising:

? Implementation:

References:

? [Salesforce Education Cloud Documentation: Student Success Hub](#)

NEW QUESTION 20

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

What is required to use Student Success Hub?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 21

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 25

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 29

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

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

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

Answer: C

Explanation:

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

NEW QUESTION 31

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

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

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

Answer: CD

Explanation:

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

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

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

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

NEW QUESTION 35

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

- A. Availability Topic

- B. Appointment attendee
- C. Behavior Incident

Answer: B

Explanation:

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

References:

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

NEW QUESTION 36

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 39

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

- A. Check the Do Not Update before saving the
- B. Enable the EDA Setting for Simple Address Change Treated as Update.
- C. Check the Disable Error Handling setting in EDA System Settings.
- D. Disable Multi-Addresses in EDA Account and Contact Settings.

Answer: B

Explanation:

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

References:

- ? EDA Documentation: Address Management
- ? Trailhead: Education Data Architecture Basics

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

Which Salesforce environment strategy should the consultant recommend?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 45

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

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

Answer: C

Explanation:

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

? 1: What is GitHub? - GitHub Docs³

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

NEW QUESTION 49

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 51

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

Which solution should the consultant recommend?

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

Answer: D

Explanation:

Salesforce Inbox is a solution that the consultant can recommend to enhance the email functionality for recruiters. Salesforce Inbox allows recruiters to see when a student has opened an email or clicked on a link, using email tracking features. Salesforce Inbox also allows recruiters to insert time slots directly from their calendar into an email and allow students to choose the meeting time, using meeting scheduling features. Gmail Integration, custom automation, and Einstein

Activity Capture are not solutions that can provide the email functionality that recruiters want. References:

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

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

NEW QUESTION 55

The career center at a university plans to use Student Success Hub and is preparing to import student data.

In which order should the data be imported?

- A. Course, Course Offering, Program Plan, and Affiliation records
- B. Account, Term, Course, and Course Offering records
- C. Account, Term, Program Enrollment, and Course records

Answer: C

Explanation:

The data should be imported in the order of Account, Term, Program Enrollment, and Course records for the career center that plans to use Student Success Hub and is preparing to import student data. The order of data import is important to ensure that the data is consistent and accurate in Salesforce and that the relationships between the objects are maintained. The data should be imported in the order of Account, Term, Program Enrollment, and Course records because these objects have dependencies or lookups to each other. For example, a Program Enrollment record has a lookup to an Account record and a Term record, and a Course record has a lookup to a Term record. Importing the data in this order can help avoid errors or missing data. Course, Course Offering, Program Plan, and Affiliation records or Account, Term, Course, and Course Offering records are not correct orders of data import for the career center that plans to use Student Success Hub and is preparing to import student data. References:

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

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

NEW QUESTION 59

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

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 62

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 67

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

Which object should the consultant review first?

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

Answer: B

Explanation:

The consultant should review the Relationships object first when noticing that there are more than 10,000 child records associated to a single parent record for the

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

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

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

NEW QUESTION 68

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 71

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

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

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

Answer: BD

Explanation:

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

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

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

NEW QUESTION 74

A consultant is designing a new Salesforce org that user the Education Data Architecture (EDA) for student service. The College wants to track which classes are taught by teaching assistants.

Which EDA object should the consultant use?

- A. Course Offering
- B. Course Connection
- C. Term Grade
- D. Program Enrollment

Answer: B

Explanation:

Course Connection is an EDA object that the consultant should use to track which classes are taught by teaching assistants. Course Connection is an object that represents a junction between a Contact and a Course Offering. Course Connection can be used to track various types of roles, such as student, teacher, or teaching assistant. The consultant can create a custom picklist value for teaching assistant on the Course Connection object and associate it with the Contacts who teach classes. Course Offering, Term Grade, and Program Enrollment are not EDA objects that can track which classes are taught by teaching assistants. References:

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

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

NEW QUESTION 78

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 79

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

Which object in EDA indicates a student's major?

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 81

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

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

Answer: B

Explanation:

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

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

NEW QUESTION 85

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

What should the consultant discuss with the university?

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 90

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 93

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

Which action should the consultant recommend instead?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 96

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 98

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

Which solution should the consultant recommend to meet the requirement?

- A. Parbot
- B. Social Studio
- C. Education Data Architecture

D. App on the AppExchange

Answer: D

Explanation:

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

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

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

NEW QUESTION 103

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

Which integration consideration should the consultant outline?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 108

The IT department at a university is evaluating open source solutions for student recruitment.

Which consideration should the consultant discuss with the department?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 110

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 114

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 117

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 120

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

Which solution should a consultant recommend?

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

Answer: C

Explanation:

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

NEW QUESTION 122

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 126

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 130

An institution has centralized email communications for alumni. Departments across the university should only be able to view their team's content. What should a consultant recommend to meet this requirement?

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

Answer: D

Explanation:

Marketing Cloud Business Unit is a solution that the consultant can recommend to meet the requirement of centralizing email communications for alumni and allowing departments across the university to only view their team's content. Marketing Cloud Business Unit is a feature that allows users to segment their Marketing Cloud account into separate units based on different criteria, such as brands, regions, products, or teams. Marketing Cloud Business Unit can be used to control access to data, content, subscribers, reports, and settings for each unit. Marketing Cloud Business Unit can help the university create a centralized email communication strategy for alumni while maintaining data security and visibility for each department. Salesforce Data Management Platform, Einstein Account-Based Marketing, and Pardot Business Unit are not solutions that can meet the requirement of centralizing email communications for alumni and allowing departments across the university to only view their team's content. References:
? https://help.salesforce.com/s/articleView?id=sf.mc_overview_business_units.htm&type=5
? <https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-basics/marketing-cloud-basics-business-units>

NEW QUESTION 135

Advisors at a university send follow-up emails to each of their assigned students. The advisors want to use Student Success Hub to enable this process. Which solution should a consultant implement?

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

Answer: B

Explanation:

Mass Actions allow advisors to send follow-up emails to multiple students at once from the Student Success Hub. Queue Management is a feature that helps advisors prioritize their tasks and appointments, not send emails. Alerts are notifications that appear on the Student Success Hub to inform advisors of important events or actions, not send emails. References:
? https://help.salesforce.com/s/articleView?id=sf.advisor_link_mass_actions.htm&type=5
? https://help.salesforce.com/s/articleView?id=sf.advisor_link_queue_management.htm&type=5
? https://help.salesforce.com/s/articleView?id=sf.advisor_link_alerts.htm&type=5

NEW QUESTION 139

A university is interested in using Student Success Hub and a calendar integration tool to sync student appointments with the faculty advisors' Google accounts. What should the consultant recommend?

- A. A third-party app
- B. Salesforce Scheduler
- C. Einstein Activity Capture

Answer: A

Explanation:

A third-party app is the best option for syncing student appointments with the faculty advisors' Google accounts. Student Success Hub does not have a native calendar integration tool that can sync with Google Calendar⁵. Salesforce Scheduler is a tool that allows customers to schedule appointments with service providers, but it does not integrate with Google Calendar either⁶. Einstein Activity Capture is a tool that syncs emails and events between Salesforce and Gmail or Microsoft Exchange, but it does not work with Student Success Hub appointments⁷. Therefore, a third-party app that can connect Student Success Hub and Google Calendar is the most suitable solution. References:
? ⁵: Manage Calendar Sync (Support Staff) - Salesforce⁸
? ⁶: Salesforce Scheduler Implementation Guide - Salesforce⁹
? ⁷: Einstein Activity Capture Implementation Guide - Salesforce

NEW QUESTION 144

A college is interested in a Salesforce.org Open Source Common project they read about on the Power of Us Hub. The college wants to know the benefits of an open source solution supported by the Open Source Commons. What is one benefit of Open Source Common Projects the consultant can share with the college? Choose 1 answer.

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 147

A customer wants to learn more about Salesforce.org solutions built by the community. What are two resources a consultant can recommend?
Choose 2 answers.

- A. Product Documentation: Is a Pro Bono Project the Right Fit
- B. Power of Us Hub Group: CumulusCI (CCI)
- C. Product Documentation: Get Started with Open Source Commons
- D. Power of Us Hub Group: Open Source Commons & Community Sprints

Answer: BD

Explanation:

The Power of Us Hub Group: CumulusCI (CCI) and the Power of Us Hub Group: Open Source Commons & Community Sprints are two resources that the consultant can recommend to learn more about Salesforce.org solutions built by the community. CumulusCI is a tool that helps developers build, test, and deploy Salesforce.org solutions using a standardized process. Open Source Commons & Community Sprints are events where community members collaborate on building and improving Salesforce.org solutions. Product Documentation: Is a Pro Bono Project the Right Fit and Product Documentation: Get Started with Open Source Commons are not resources that teach about Salesforce.org solutions built by the community, but rather resources that help customers decide whether to apply for a pro bono project or join the Open Source Commons program. References:

? <https://powerofus.force.com/s/group/0F9800000000CjQOCA0/cumulusci-cci>

? <https://powerofus.force.com/s/group/0F9800000000CjQSCA0/open-source-commons-community-sprints>

NEW QUESTION 152

A university is migrating its legacy system to Salesforce Education Data Architecture (EDA) environment. The existing system groups students by colleges within the university. The system admin has selected the Educational Institution record type in the EDA Default Account Model in EDA setting. Which consideration should the consultant discuss with the university?

- A. The recommended default Account record is the Administrative Account record type.
- B. A new Program Enrollment record will automatically be created when a new Contact is created.
- C. Multiple address management can only be enabled for the House Account record type.
- D. Contact are private only to Administrative Account record type.

Answer: C

Explanation:

The consultant should discuss with the university that the recommended default Account record is the Administrative Account record type, not the Educational Institution record type. The Administrative Account record type is used to group Contacts that are related to an educational institution, such as students, faculty, staff, and alumni. The Educational Institution record type is used to represent another educational institution that is not the primary one, such as a high school or a partner school. The system admin should select the Administrative Account record type in the EDA Default Account Model in EDA Settings to group students by colleges within the university. The other options are not considerations that the consultant should discuss with the university. References:

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

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

NEW QUESTION 157

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

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 158

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 159

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

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

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

Answer: A

Explanation:

? Using OmniStudio FlexCard:

? Applying Validation Rule:

? Steps to Implement:

? Testing: References:

? Salesforce OmniStudio Documentation: Creating FlexCards

? Salesforce Help: Validation Rules

NEW QUESTION 163

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 165

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

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

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

Answer: B

Explanation:

The consultant should design the Salesforce environment to meet the requirement of tracking accommodations made for students' disability and accessibility needs by leveraging the Attribute object. The Attribute object is an object in EDA that allows users to store information about a Contact's characteristics,

preferences, or needs, such as language, ethnicity, or disability. The consultant can leverage the Attribute object to track accommodations made for students?? disability and accessibility needs by creating Attribute records for each student and associating them with their Contact records. Using the Behavior Response object, configuring a custom object, or creating custom fields on the Contact object are not ways to design the Salesforce environment to meet the requirement of tracking accommodations made for students?? disability and accessibility needs. References:

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

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

NEW QUESTION 170

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 174

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 176

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

Which step should the consultant take to accomplish this?

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

Answer: A

Explanation:

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

References:

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

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

NEW QUESTION 180

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 185

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 188

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 193

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 197

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 198

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 201

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 204

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

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

Choose 2 answers.

- A. Configure Relationships to track alumni connections.
- B. Use Grants Management to track alumni scholarships.

- C. Install Insights Platform to understand alumni data.
- D. Leverage a third-party app to support event management.

Answer: AD

Explanation:

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

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

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

NEW QUESTION 206

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 208

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 209

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 211

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

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

Answer: A

Explanation:

The Education Data Architecture (EDA) allows you to map fields from the Affiliation object to the Contact object, so that when an Affiliation record is created or updated, the mapped fields are automatically populated on the Contact record. This way, you can track the primary chapter of an alumni on the Contact record without creating a custom field or record type23

NEW QUESTION 216

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 218

The Advancement department wants to extend its Salesforce environment to support event management, including registration pages, ticketing, and agenda-building functionality. Which solution should the consultant recommend?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 222

The Director of Advising wants to understand what students say are the most common reasons for scheduling advising appointments. What should the consultant include in a report to meet the requirement?

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

Answer: B

Explanation:

? Understanding Student Advising Reasons:

? Reporting on Appointment Topics:

? Steps to Create the Report: References:

? Salesforce Documentation: Creating Reports and Dashboards

NEW QUESTION 227

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

- A. TDTM prevents custom triggers.
- B. TDTM mitigates data skew.

C. TDTM controls the order in which operations execute.

Answer: C

Explanation:

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

NEW QUESTION 232

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

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

Answer: C

Explanation:

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

NEW QUESTION 236

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

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

Answer: C

Explanation:

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

NEW QUESTION 239

A university uses Admissions Connect and wants to digitally transform its Study Abroad processes. Currently, staff need to check multiple spreadsheets to identify which Study Abroad students have completed specific tasks to qualify for the program.
Which solution should a consultant recommend?

- A. Program Plan
- B. Action Plans
- C. Pathways
- D. Attendance Event

Answer: B

Explanation:

Action Plans are a feature of Admissions Connect that allow staff to create and assign tasks to students, track their progress, and automate reminders and notifications. Action Plans can be used to streamline the Study Abroad process by creating a template of tasks that students need to complete to qualify for the program, such as submitting an application, attending an orientation, obtaining a visa, etc. Staff can then assign the Action Plan to each student who is interested in studying abroad and monitor their completion status. Action Plans can also be integrated with Salesforce Communities to provide students with a self-service portal where they can view and update their tasks, upload documents, and communicate with staff. References: [Admissions Connect Documentation], [Admissions Connect: Action Plans]

NEW QUESTION 243

A university provides corporate training options to local businesses. The university wants to offer a seamless experience to students and allow them to select and purchase available courses.
Which solution should the consultant recommend to meet the requirement?

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 245

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