

# Exam Questions Education-Cloud-Consultant

Salesforce Certified Education Cloud Consultant Exam

<https://www.2passeasy.com/dumps/Education-Cloud-Consultant/>



#### NEW QUESTION 1

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

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

**Answer:** D

#### Explanation:

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

- ? [https://help.salesforce.com/s/articleView?id=sf.einstein\\_prediction\\_builder.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.einstein_prediction_builder.htm&type=5)
- ? [https://trailhead.salesforce.com/en/content/learn/modules/einstein\\_prediction\\_build er\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/einstein_prediction_builder_basics)

#### NEW QUESTION 2

A private school's advancement office is looking for a fundraising solution that will create giving pages, process online donations and easily integrate with Salesforce.

Which solution should the consultant recommend?

- A. Pathways
- B. Experience Cloud
- C. Elevate
- D. Accounting Subledger

**Answer:** C

#### Explanation:

Elevate is a suite of products that helps nonprofits and educational institutions with online fundraising, payment processing, and accounting reconciliation. Elevate includes Giving Pages, Payment Services, and Accounting Subledger. Giving Pages allows organizations to create branded, mobile-friendly donation forms that can be embedded on websites or shared through email and social media. Payment Services enables secure and flexible payment processing for online donations, recurring gifts, and pledges. Accounting Subledger simplifies the process of reconciling donations and payments with the general ledger, and supports multiple currencies and tax regulations. References:

- ? [Salesforce.org Elevate Overview](https://www.salesforce.org/elevate/overview)
- ? [Salesforce.org Elevate Data Sheet](https://www.salesforce.org/elevate/data-sheet)
- ? [Prepare for Your Salesforce Education Cloud Consultant Credential](https://www.salesforce.com/education-cloud-consultant-credential)

#### NEW QUESTION 3

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 Strategy<sup>1</sup>. 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 satisfaction<sup>2</sup>.

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 tool<sup>2</sup>. 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 Support<sup>3</sup>.

#### NEW QUESTION 4

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

What should the consultant recommend?

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

**Answer:** C

**Explanation:**

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

- ? [https://trailhead.salesforce.com/en/content/learn/modules/salesforce\\_users\\_roles\\_and\\_permissions](https://trailhead.salesforce.com/en/content/learn/modules/salesforce_users_roles_and_permissions)
- ? [https://www.salesforce.org/wp-content/uploads/2019/03/Education\\_Cloud\\_COE\\_Guide.pdf](https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf)

**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 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 GPA<sup>1</sup>. A Course Connection object is used to track a student's enrollment in a specific course offering, including information such as role, grade, and attendance<sup>2</sup>. An Education History object is used to track a student's previous education records, such as schools attended, degrees earned, and test scores<sup>3</sup>. References:

- ? 1: Education Data Architecture Documentation - Salesforce<sup>1</sup>
- ? 2: EDA Object Reference - Salesforce<sup>4</sup>
- ? 3: EDA Object Reference - Salesforce<sup>4</sup>

**NEW QUESTION 7**

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

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

**Answer: A**

**Explanation:**

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

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

**NEW QUESTION 8**

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

- A. Standard Account

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

**Answer:** B

**Explanation:**

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

? [https://help.salesforce.com/s/articleView?id=sf.accounts\\_person\\_behavior.htm&type=5](https://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 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://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 10**

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 10**

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 14

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

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

**Answer:** C

#### Explanation:

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

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

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

#### NEW QUESTION 19

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 23

A university Advancement office uses the Education data Architecture (EDA).

Which EDA functionality should the Advancement office use to track historical data for targeted outreach and donation opportunities?

- A. Affiliation
- B. Relationship
- C. Attribute

**Answer:** A

#### Explanation:

? Tracking Historical Data with EDA:

? Using Affiliations for Targeted Outreach:

? Implementation Steps:

References:

? Salesforce EDA Documentation: Affiliations

#### NEW QUESTION 28

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 29

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

Which objects should the consultant include in the report?

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

**Answer:** B

**Explanation:**

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

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

? [https://help.salesforce.com/s/articleView?id=sf.reports\\_builder\\_create.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.reports_builder_create.htm&type=5)

**NEW QUESTION 31**

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

Which function may require a third-party app?

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

**Answer:** C

**Explanation:**

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

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

? [https://help.salesforce.com/s/articleView?id=sf.eda\\_advisor\\_link\\_features.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.eda_advisor_link_features.htm&type=5)

**NEW QUESTION 33**

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

**NEW QUESTION 37**

A school for continuing education needs to track program costs within its budget and related revenue streams each program brings to the school.

Which Salesforce solution should the consultant consider?

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

**Answer:** B

**Explanation:**

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

? <https://www.salesforce.org/products/program-management-module/overview/>

? <https://powerofus.force.com/s/article/PMM-Overview>

#### NEW QUESTION 42

The 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_running_user.htm&type=5)

? [https://help.salesforce.com/s/articleView?id=sf.dashboards\\_dynamic\\_filters.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.dashboards_dynamic_filters.htm&type=5)

#### NEW QUESTION 45

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](https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf)

#### NEW QUESTION 49

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

#### NEW QUESTION 53

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 54

A university plans to use Salesforce for its recruitment and admissions process and needs to integrate it with the Student Information System (SIS). Which step should the consultant take initially?

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

**Answer: B**

#### Explanation:

The initial step that the consultant should take when planning to integrate Salesforce with the Student Information System (SIS) is B. Define the process<sup>1</sup>. This means that the consultant should identify the business requirements, use cases, and scenarios that the integration should support, such as data synchronization, data transformation, data validation, error handling, etc. The consultant should also determine the scope, frequency, direction, and volume of the data exchange, as well as the security and performance considerations<sup>2</sup>.

\* A. Disable Trigger Handler records and C. Use the Data Import Wizard are not valid steps for the initial integration planning. Disabling Trigger Handler records is a step that may be required when installing the Education Data Architecture (EDA) package in an existing Salesforce org, as it can prevent conflicts with existing triggers and workflows<sup>3</sup>. However, this is not related to the integration with the SIS. Using the Data Import Wizard is a tool that can be used to import data from external sources into Salesforce, such as accounts, contacts, leads, etc<sup>4</sup>. However, this is not a step for the initial integration planning, but rather a possible option for the data migration or loading.

#### NEW QUESTION 59

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

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

**Answer: C**

#### Explanation:

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

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

#### NEW QUESTION 60

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 61

Which object should be configured for all student and support staff interactions, activities, and assigned support staff?

- A. Relationships
- B. Account
- C. Case

D. Advising Pools

**Answer:** C

**Explanation:**

Case is an object that should be configured for all student and support staff interactions, activities, and assigned support staff. Case is an object that represents a request or an issue that requires resolution or assistance from an organization. Case can be used to track various information about a student's request or issue, such as status, priority, category, or resolution. The consultant can configure Case for all student and support staff interactions, activities, and assigned support staff using features such as Case Assignment Rules, Case Escalation Rules, or Case Teams. Relationships, Account, and Advising Pools are not objects that should be configured for all student and support staff interactions, activities, and assigned support staff. References:

? [https://help.salesforce.com/s/articleView?id=sf.cases\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.cases_overview.htm&type=5)

? [https://trailhead.salesforce.com/en/content/learn/modules/service\\_basics/service\\_basics\\_cases](https://trailhead.salesforce.com/en/content/learn/modules/service_basics/service_basics_cases)

**NEW QUESTION 66**

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

Which reporting solution should the consultant recommend?

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

**Answer:** D

**Explanation:**

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

? [https://help.salesforce.com/s/articleView?id=sf.einstein\\_sales\\_oppty\\_scoring.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.einstein_sales_oppty_scoring.htm&type=5)

? [https://trailhead.salesforce.com/en/content/learn/modules/einstein\\_sales/einstein\\_sales\\_opportunity\\_scoring](https://trailhead.salesforce.com/en/content/learn/modules/einstein_sales/einstein_sales_opportunity_scoring)

**NEW QUESTION 71**

The Alumni Association is interested in using Education Cloud to support its operations. The Association tracks alumni interests and hosts networking activities. Which of these Education Cloud considerations should the consultant discuss with the Association?

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

**Answer:** C

**Explanation:**

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

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

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

**NEW QUESTION 75**

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 80**

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 84**

The director of finance needs a solution that aligns pledges and donations captured in Salesforce with Gift Entry Manager (GEM) with the institution's finance system.

Which solution should the consultant recommend to meet the requirement?

- A. Use the Bulk API.
- B. Use Salesforce Connect.
- C. Install Accounting Subledger.
- D. Install Outbound Fund Module.

**Answer:** C

**Explanation:**

Accounting Subledger is a solution that the consultant can recommend to align pledges and donations captured in Salesforce with GEM with the institution's finance system. Accounting Subledger allows the institution to create accounting-ready data from Salesforce and export it to their finance system. Accounting Subledger also provides reports and dashboards that show the reconciliation status and discrepancies between Salesforce and the finance system. Using the Bulk API, using Salesforce Connect, and installing Outbound Fund Module are not solutions that can align pledges and donations captured in Salesforce with GEM with the institution's finance system. References:

? <https://www.salesforce.org/nonprofit/accounting-subledger/>

? <https://www.salesforce.org/wp-content/uploads/2020/08/Accounting-Subledger-Data-Sheet.pdf>

**NEW QUESTION 86**

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_parent.htm&type=5)

? [https://help.salesforce.com/s/articleView?id=sf.contacts\\_sharing\\_considerations.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.contacts_sharing_considerations.htm&type=5)

**NEW QUESTION 88**

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

Which communication example should a consultant recommend?

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

**Answer:** A

**Explanation:**

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

? [https://www.salesforce.org/wp-content/uploads/2019/03/Education\\_Cloud\\_COE\\_Guide.pdf](https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf)

? [https://trailhead.salesforce.com/en/content/learn/modules/change\\_management/change\\_management\\_communicate](https://trailhead.salesforce.com/en/content/learn/modules/change_management/change_management_communicate)

#### NEW QUESTION 91

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

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

**Answer:** B

#### Explanation:

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

? [https://help.salesforce.com/s/articleView?id=sf.customize\\_index.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.customize_index.htm&type=5)

? [https://developer.salesforce.com/docs/atlas.en-us.salesforce\\_large\\_data\\_volumes\\_bp.meta/salesforce\\_large\\_data\\_volumes\\_bp/ldv\\_deployments\\_infrastructure\\_indexes.htm](https://developer.salesforce.com/docs/atlas.en-us.salesforce_large_data_volumes_bp.meta/salesforce_large_data_volumes_bp/ldv_deployments_infrastructure_indexes.htm)

#### NEW QUESTION 93

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](https://trailhead.salesforce.com/en/content/learn/modules/appexchange_basics)

#### NEW QUESTION 97

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

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

**Answer:** D

#### Explanation:

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

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

? [https://trailhead.salesforce.com/en/content/learn/modules/service\\_cloud\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/service_cloud_basics)

#### NEW QUESTION 102

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 105

A college wants to extend its existing Education Data Architecture org to support the Advancement department's fundraising needs.

What should the consultant recommend to meet the requirement?

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

**Answer: B**

#### Explanation:

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

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

? <https://www.salesforce.org/nonprofit/nonprofit-success-pack/>

#### NEW QUESTION 109

An academic advisor is preparing for a meeting with a student. The advisor wants to review the classes associated with the student's course of study to ensure the student is on track for graduation to review the academic options with the using Salesforce.

Which functionality should a consultant recommend?

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

**Answer: B**

#### Explanation:

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

References:

? [https://help.salesforce.com/s/articleView?id=sf.ssh\\_pathways.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.ssh_pathways.htm&type=5)

? [https://help.salesforce.com/s/articleView?id=sf.ssh\\_academic\\_program.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.ssh_academic_program.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_affiliation.htm&type=5)

#### NEW QUESTION 113

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

What should the consultant discuss first with the school?

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

**Answer: D**

#### Explanation:

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

References:

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

? [https://trailhead.salesforce.com/en/content/learn/modules/admin\\_intro](https://trailhead.salesforce.com/en/content/learn/modules/admin_intro)

#### NEW QUESTION 114

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 behavior<sup>2</sup>. 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 institution<sup>3</sup>. 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 interactions<sup>4</sup>. However, Salesforce Engage is not designed for nonprofit or education use cases, and it requires a Pardot license.

#### NEW QUESTION 115

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

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

**Answer:** A

#### Explanation:

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

- ? [https://developer.salesforce.com/docs/atlas.en-us.sfdx\\_dev.meta/sfdx\\_dev/sfdx\\_dev\\_scratch\\_orgs.htm](https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_scratch_orgs.htm)
- ? <https://trailhead.salesforce.com/en/content/learn/modules/scratch-orgs>

#### NEW QUESTION 119

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

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

**Answer:** B

#### Explanation:

Mass Actions allow advisors to send follow-up emails to multiple students at once from the Student Success Hub. Queue Management is a feature that helps advisors prioritize their tasks and appointments, not send emails. Alerts are notifications that appear on the Student Success Hub to inform advisors of important events or actions, not send emails. References:

- ? [https://help.salesforce.com/s/articleView?id=sf.advisor\\_link\\_mass\\_actions.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.advisor_link_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_queue_management.htm&type=5)
- ? [https://help.salesforce.com/s/articleView?id=sf.advisor\\_link\\_alerts.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.advisor_link_alerts.htm&type=5)

#### NEW QUESTION 120

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 Calendar<sup>5</sup>. Salesforce Scheduler is a tool that allows customers to schedule appointments with service providers, but it does not integrate with Google Calendar either<sup>6</sup>. 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 appointments<sup>7</sup>. 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) - Salesforce<sup>8</sup>
- ? 6: Salesforce Scheduler Implementation Guide - Salesforce<sup>9</sup>
- ? 7: Einstein Activity Capture Implementation Guide - Salesforce

#### NEW QUESTION 121

A consultant is working with a customer who already uses Salesforce and wants to enable Education Cloud. The consultant has confirmed that Education Cloud can work in the customer's existing environment. Starting in a sandbox, which location should the consultant visit to enable Education Cloud in the existing environment?

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

**Answer:** B

**Explanation:**

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

**NEW QUESTION 122**

The Executive Education department uses Salesforce to track sales of custom education programs to corporations and organizations. The department director needs to know the pipeline of custom programs.  
How should the consultant meet this business requirement?

- A. Create custom report type.
- B. Use an Opportunity report.
- C. Set up an Affiliations report.
- D. Configure a list view.

**Answer: B**

**Explanation:**

The consultant should use an Opportunity report to meet the business requirement of showing the pipeline of custom programs for the Executive Education department. An Opportunity report is a type of report that shows information about Opportunities, such as amount, stage, probability, or close date. An Opportunity report can help the department director know the pipeline of custom programs by showing the distribution and performance of Opportunities by various criteria, such as program type, account, or owner. Creating a custom report type, setting up an Affiliations report, or configuring a list view are not ways to meet the business requirement of showing the pipeline of custom programs for the Executive Education department. References:  
? [https://help.salesforce.com/s/articleView?id=sf.reports\\_standard\\_opp.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.reports_standard_opp.htm&type=5)  
? [https://trailhead.salesforce.com/en/content/learn/modules/reports\\_dashboards/reports\\_dashboards\\_funnel](https://trailhead.salesforce.com/en/content/learn/modules/reports_dashboards/reports_dashboards_funnel)

**NEW QUESTION 124**

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 125**

A university's Advancement office plans to implement the Education Data Architecture to manage its alumni, donors, and supporters. The university wants to set up a system default that will automatically create a family record when a Contact record is created by staff members.  
Which Default Account Model should the consultant recommend?

- A. Household
- B. Administrative
- C. Educational Institution
- D. Person

**Answer: A**

**Explanation:**

The consultant should recommend Household as the Default Account Model for the university's Advancement office that plans to implement EDA to manage its alumni, donors, and supporters. Household is an account model that allows users to store information about individuals who are related by family or household relationships, such as spouses or siblings. Household can be used to track various information about an individual or a family unit, such as name, email, phone, address, or total household income. The consultant can help the university set up Household as the Default Account Model in EDA Settings so that a family record will be automatically created when a Contact record is created by staff members. Administrative, Educational Institution, and Person are not account models that can meet the requirement of setting up a system default that will automatically create a family record when a Contact record is created by staff members. References:  
? <https://powerofus.force.com/s/article/EDA-Accounts>  
? <https://powerofus.force.com/s/article/EDA-Settings>

**NEW QUESTION 126**

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/0F980000000CjQOCA0/cumulusci-cci>

? <https://powerofus.force.com/s/group/0F980000000CjQSCA0/open-source-commons-community-sprints>

**NEW QUESTION 129**

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 132**

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

Which solution should the consultant recommend?

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

**Answer:** C

**Explanation:**

The best solution for the Recruitment and Admissions office to use Salesforce to track prospective students, recruitment events, student applications, digital engagement, and interactions with prospects on their mobile devices is C. Einstein Bots<sup>12</sup>. Einstein Bots are chatbots that use artificial intelligence (AI) to automate conversations with prospective students on various channels, such as SMS, social media, and email. They can provide information, answer questions, collect data, and hand off the conversation to a human agent if needed. Einstein Bots can help the Recruitment and Admissions office to track digital engagement and interactions with prospects on their mobile devices, and improve the student experience<sup>12</sup>.

A third-party app is not a Salesforce solution and may not be compatible with the Salesforce platform or the Education Data Architecture (EDA) that the Recruitment and Admissions office uses. Salesforce Maps is a location intelligence solution that helps sales and service teams optimize their territories, routes, and schedules<sup>3</sup>. It is not directly relevant to the scenario described in the question.

**NEW QUESTION 137**

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

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

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

**Answer:** D

**Explanation:**

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

References:

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

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

**NEW QUESTION 140**

Student Services is preparing to migrate student Incident and Incident Resolution data from its old system to a Salesforce.org that uses the Education Data

Architecture (EDA).

Which objects should the consultant use?

- A. Attribute
- B. Case
- C. Case Comment

**Answer: B**

**Explanation:**

The Case object is used to track student incidents and resolutions in EDA. Cases can be related to Contacts, Accounts, or Affiliations using the standard lookup fields. Cases can also have Case Comments to capture additional information or communication about the incident<sup>1</sup>. The Attribute object is used to store additional information about Contacts or Accounts, such as demographics, interests, or preferences<sup>3</sup>. The Case Comment object is a child of the Case object and cannot be used independently. 1: Education Data Architecture (EDA) Data Model 2: Education Cloud Consultant Certification Guide & Tips - Salesforce Ben 3: Attribute Object : Case Comment Object

**NEW QUESTION 141**

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 146**

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

Which solution should the consultant recommend?

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

**Answer: C**

**Explanation:**

Financial Services Cloud is a Salesforce solution that is designed for the financial services industry, including wealth and asset management, banking, and insurance<sup>1</sup>. Financial Services Cloud provides features and functionality that are tailored to the needs of UIS, such as:

? Tracking investment companies and their contacts as financial accounts and account members<sup>2</sup>.

? Managing leads, opportunities, and activities with standard Salesforce objects and tools<sup>3</sup>.

? Leveraging Einstein AI to surface insights and recommendations for investment opportunities<sup>4</sup>.

? Integrating with core financial systems and data sources using prebuilt connectors and accelerators<sup>5</sup>.

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

and functionality for the financial services industry<sup>6</sup>. Education Data Architecture (EDA) is a Salesforce solution that is designed for the education sector, including K-12 and higher education institutions<sup>7</sup>. EDA does not have the specific features and functionality for the financial services industry either.

References:

? 1: Financial Services Cloud Overview - Salesforce<sup>8</sup>

? 2: Financial Services Cloud Data Model - Salesforce

? 3: Financial Services Cloud User Guide - Salesforce

? 4: Einstein for Financial Services Cloud - Salesforce

? 5: Financial Services Cloud Integration Guide - Salesforce

? 6: Sales Cloud Overview - Salesforce

? 7: Education Data Architecture Overview - Salesforce

**NEW QUESTION 149**

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

Which solution should the consultant recommend?

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

**Answer: B**

**Explanation:**

- ? Data Integration and Analysis:
- ? Capabilities of Data Cloud:
- ? Implementation Steps:
- References:
- ? Salesforce Documentation: Salesforce Data Cloud

#### NEW QUESTION 154

A law school wants a recruitment and admissions system with a multichannel marketing tool, Admission officers want an application portal they can brand. Marketers want an integrated social listening tool. Which solution set should the consultant recommend?

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

**Answer:** C

#### Explanation:

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

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

#### NEW QUESTION 157

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

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

**Answer:** A

#### Explanation:

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

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

#### NEW QUESTION 159

A university wants to improve student retention by developing a tool for students to engage at scale, find answers to common questions and resources, and allow students to interact with student organizations. What should a consultant recommend to meet this requirement?

- A. Experience Cloud
- B. Pardot Engagement Studio
- C. Interaction Studio
- D. Einstein Bots

**Answer:** A

#### Explanation:

Experience Cloud is a solution that the consultant can recommend to meet the requirement of developing a tool for students to engage at scale, find answers to common questions and resources, and allow students to interact with student organizations. Experience Cloud is a product that allows users to create and manage digital experiences for customers, partners, or employees on any device or channel. Experience Cloud can help the university improve student retention by creating a student community that provides features such as forums, articles, chat, groups, events, or surveys. Pardot Engagement Studio, Interaction Studio, and Einstein Bots are not solutions that can meet the requirement of developing a tool for students to engage at scale, find answers to common questions and resources, and allow students to interact with student organizations. References:

- ? <https://www.salesforce.com/products/experience-cloud/overview/>
- ? [https://trailhead.salesforce.com/en/content/learn/modules/community\\_rollout\\_impl/community\\_rollout\\_impl\\_introduction](https://trailhead.salesforce.com/en/content/learn/modules/community_rollout_impl/community_rollout_impl_introduction)

#### NEW QUESTION 160

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

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

**Answer:** C

**Explanation:**

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

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

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

**NEW QUESTION 163**

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

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

**Answer:** A

**Explanation:**

Education History is an EDA functionality that the consultant can recommend to track school historical data for tagged outreach and donation opportunities.

Education History is a feature that allows the consultant to store information about a Contact's previous or current education at an educational institution.

Education History can be used to track various types of information, such as school name, degree, major, minor, class year, or sports team. The consultant can use Education History to segment and target alumni based on their school historical data. Program Plan, Attribute, and Relationship are not EDA functionalities that can track school historical data for tagged outreach and donation opportunities. References:

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

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

**NEW QUESTION 164**

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 communications<sup>1</sup>. 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 unsubscribing<sup>2</sup>. 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 inbox<sup>3</sup>. Salesforce Inbox also enables users to send emails from their Outlook account or from Salesforce using branded email templates<sup>4</sup>.

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 data<sup>5</sup>. 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 time<sup>6</sup>. 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 167**

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 170

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

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

**Answer: B**

#### Explanation:

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

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

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

#### NEW QUESTION 171

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

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

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

**Answer: B**

#### Explanation:

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

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

? [https://trailhead.salesforce.com/en/content/learn/modules/community\\_rollout\\_impl/community\\_rollout\\_impl\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/community_rollout_impl/community_rollout_impl_basics)

#### NEW QUESTION 173

The Admissions office sends 25 email 10 students slarty. The Director of needs to manage cohorts of prospective students and automate personalized emails. Which two solutions should the consultant recommend to meet the requirement? Choose 2 answers

- A. Journey Builder
- B. Salesforce Campaigns
- C. Datarama
- D. Salesforce Inbox

**Answer: AB**

#### Explanation:

The consultant should recommend Journey Builder and Salesforce Campaigns to meet the requirement of managing cohorts of prospective students and automating personalized emails. Journey Builder is a tool that allows users to design and automate customer journeys across channels, such as email, mobile, social, and web. Salesforce Campaigns is a feature that helps users track and measure the effectiveness of marketing initiatives, such as email campaigns, events, webinars, etc. By using Journey Builder and Salesforce Campaigns together, the Admissions office can create and execute targeted email campaigns for different segments of prospective students, based on their interests, preferences, behaviors, and interactions. The email campaigns can also be personalized with dynamic content, such as student names, program names, deadlines, etc. Additionally, the Admissions office can monitor and analyze the performance of the email campaigns, such as open rates, click rates, conversions, etc., and optimize them accordingly. References: Journey Builder Basics, Salesforce Campaigns, Create and Send Targeted Email Campaigns

#### NEW QUESTION 176

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

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

**Answer: B**

**Explanation:**

The Trailblazer Community is a resource that the consultant can recommend for best practices and tips on Salesforce data governance. The Trailblazer Community is an online platform where customers can connect with other Salesforce users, experts, and partners, and share their knowledge and experience. The Trailblazer Community also provides access to groups, events, blogs, webinars, and resources related to various topics, including data governance. The IdeaExchange, the Partner Community, and the AppExchange are not resources that provide best practices and tips on Salesforce data governance. References:  
? <https://trailblazer.salesforce.com/>  
? [https://trailhead.salesforce.com/en/content/learn/modules/trailblazer\\_community\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/trailblazer_community_basics)

**NEW QUESTION 178**

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

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

**Answer:** C

**Explanation:**

After installing EDA, the consultant needs to make the EDA record types available to profiles that need to access them. This is because EDA comes with several custom record types for standard objects, such as Account, Contact, Course, and Program Enrollment. These record types enable different views and fields for different types of records, such as Household, Student, Faculty, Course Offering, and Program Enrollment. By default, these record types are not assigned to any profiles, so the consultant needs to manually assign them to the appropriate profiles based on the business requirements and user roles of the university. This will ensure that the users can see and use the EDA record types and fields correctly and efficiently. References: Education Data Architecture Basics, Assign Record Types to Profiles

**NEW QUESTION 181**

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://help.salesforce.com/s/articleView?id=sf.data_management.htm&type=5)  
? <https://trailhead.salesforce.com/en/content/learn/modules/data-management>

**NEW QUESTION 183**

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://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 185**

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

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

**Answer:** C

**Explanation:**

Table-Driven Trigger Management (TDTM) is a tool to manage the code in Salesforce and control how Apex behaves<sup>5</sup>. TDTM allows the consultant to easily rearrange the order of things via a table in the Salesforce interface (hence, the ??Table- Driven?? in TDTM)<sup>6</sup>. With TDTM, the consultant can tell the Apex trigger: do X first, then Y, then Z, without writing any code<sup>6</sup>. TDTM is part of the Education Data Architecture (EDA) and can be accessed from EDA Settings<sup>5</sup>. References:  
? 5: Table-Driven Trigger Management (TDTM) Overview - Salesforce<sup>7</sup>  
? 6: Table-Driven Trigger Management and Why it Matters<sup>8</sup>

**NEW QUESTION 188**

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

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

**Answer:** BD

**Explanation:**

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

**NEW QUESTION 191**

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

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

**Answer:** C

**Explanation:**

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

**NEW QUESTION 195**

A consultant for university has built customizations in a sandbox environment that is a different version from the production org. What should the consultant do first to avoid any issues?

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

**Answer:** A

**Explanation:**

The consultant should package the customizations, refresh the sandbox, and reinstall the customization as the first step to avoid any issues when deploying from a sandbox environment that is a different version from the production org. Packaging the customizations means creating an unmanaged package that contains all the components and metadata that are part of the custom solution. Refreshing the sandbox means creating a new copy of the sandbox environment from the production org. Reinstalling the customization means installing the unmanaged package into the refreshed sandbox environment. This step can help avoid any issues that may arise from deploying from a sandbox environment that is a different version from the production org, such as compatibility errors, missing dependencies, or data loss. Manually updating the production org by installing the release update from GitHub, submitting a case to Salesforce Support to update the production org, or deploying the customizations into the production org via change sets are not steps that the consultant should take first to avoid any issues when deploying from a sandbox environment that is a different version from the production org. References:  
? [https://help.salesforce.com/s/articleView?id=sf.packaging\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.packaging_overview.htm&type=5)  
? [https://help.salesforce.com/s/articleView?id=sf.data\\_sandbox\\_create.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_sandbox_create.htm&type=5)  
? <https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/test-your-applications>

**NEW QUESTION 199**

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 201**

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

Which two solutions should the consultant recommend? Choose 2 answers

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

**Answer:** AD

**Explanation:**

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

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

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

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

**NEW QUESTION 205**

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 link.

**NEW QUESTION 206**

A university has a Study Abroad office that is required to collect student documentation such as visa, passport, vaccinations, and other information. The university is using a spreadsheet to manage this information, and wants to track it in Salesforce.

Which EDA object should a consultant use to meet this requirement?

- A. Program Plan
- B. Success Team
- C. Attribute
- D. Affiliation

**Answer:** C

**Explanation:**

Attribute is an EDA object that the consultant should use to meet the requirement of tracking student documentation such as visa, passport, vaccinations, and other information. Attribute is an object that stores additional information about a student or an applicant that is not captured by other EDA objects. Attribute can be used to track various types of information, such as test scores, languages, hobbies, certifications, and documents. Program Plan, Success Team, and Affiliation are not EDA objects that can store student documentation. References:

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

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

**NEW QUESTION 209**

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

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

**Answer: C**

**Explanation:**

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

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

? [https://trailhead.salesforce.com/en/content/learn/modules/social\\_studio\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/social_studio_basics)

**NEW QUESTION 211**

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 216**

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