

Salesforce

Exam Questions Education-Cloud-Consultant

Salesforce Certified Education Cloud Consultant Exam



NEW QUESTION 1

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

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

Answer: A

Explanation:

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

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

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

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

NEW QUESTION 2

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

Which consideration should the consultant discuss with the institution?

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

Answer: A

Explanation:

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

NEW QUESTION 3

A university is planning an enterprise wide implementation of the Education Data Architecture (EDA). It has asked the consultant do an analysis of standard functionality in EDA to identify additional apps it may need to purchase.

What is a standard feature of EDA?

- A. Student Advising
- B. Event Management
- C. Degree Auditing
- D. Address Management

Answer: D

Explanation:

Address Management is a standard feature of EDA that the consultant can mention as part of the analysis of standard functionality in EDA. Address Management is a feature that allows the consultant to store multiple addresses for a Contact or an Account, and specify which address is current, seasonal, or preferred.

Address Management also provides reports and dashboards that show address verification status and address changes. Student Advising, Event Management, and Degree Auditing are not standard features of EDA, but rather additional solutions or apps that may need to be purchased. References:

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

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

NEW QUESTION 4

What should a consultant recommend to a university that wants a successful Data Governance committee?

- A. Create a Center of Excellence queue.
- B. Set up a Salesforce Adoption Dashboard.
- C. Refer committee members to Trailhead.
- D. Use RACI matrix to define member roles.

Answer: D

Explanation:

The consultant should recommend to use a RACI matrix to define member roles for a university that wants a successful Data Governance committee. A RACI matrix is a tool that clarifies the roles and responsibilities of different stakeholders in a project or a process, using four categories: Responsible, Accountable, Consulted, and Informed. A RACI matrix can help the university have a successful Data Governance committee by defining and communicating who is responsible for making decisions, who is accountable for ensuring quality and compliance, who is consulted for providing input or feedback, and who is informed about the outcomes or changes related to data governance. Creating a Center of Excellence queue, setting up a Salesforce Adoption Dashboard, or referring committee members to Trailhead are not recommendations for a university that wants a successful Data Governance committee. References:

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

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

NEW QUESTION 5

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

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

Answer: A

Explanation:

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

References:

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

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

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

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

NEW QUESTION 6

A school is implementing Salesforce with the Education Data Architecture (EDA) to track parents and students in a community. When a contact record is created, a Community user is created leveraging Table-Driven Trigger Management (TDTM). During deployment to production, the consultant notices that only the contact record is created.

Which step should the consultant verify when troubleshooting the issue?

- A. Trigger handlers were loaded into production.
- B. The community was set to Active.
- C. Declarative automations were deployed successfully.

Answer: A

Explanation:

The consultant should verify that trigger handlers were loaded into production when troubleshooting the issue of only the contact record being created when a contact record is created and a Community user is supposed to be created leveraging Table-Driven Trigger Management (TDTM) for the school that is implementing Salesforce with EDA to track parents and students in a community. Trigger handlers are classes that contain the logic for EDA triggers and can be controlled by Trigger Handler records. Trigger handlers need to be loaded into production before deploying declarative customizations or enabling features that depend on them. The consultant should verify that trigger handlers were loaded into production by checking if the EDA_TDTM package was installed or if the Trigger Handler records were created. The community being set to Active or declarative automations being deployed successfully are not steps that the consultant should verify when troubleshooting the issue of only the contact record being created when a contact record is created and a Community user is supposed to be created leveraging TDTM for the school that is implementing Salesforce with EDA to track parents and students in a community. References:

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

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

NEW QUESTION 7

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

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

Answer: B

Explanation:

? Configuring Availability for Appointments:

? Setting Up Benefit Schedule:

? Integration with Portals:

? Training and Adoption: References:

? Salesforce Education Cloud Documentation: Benefit Schedule

NEW QUESTION 8

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 9

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 10

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 10

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

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

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

Answer: CD

Explanation:

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

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

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

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

NEW QUESTION 12

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

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

Answer: B

Explanation:

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

References:

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

NEW QUESTION 13

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

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

Answer: B

Explanation:

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

NEW QUESTION 18

Career Services wants to import internship information from a spreadsheet into Salesforce. Student contact and educational information is populated from the Student Information System (SIS) to Salesforce. The spreadsheet has a list of interns, their student ID numbers, their email addresses, company phone numbers, company names, and start and end dates.

Which external ID should the consultant recommend to match spreadsheet information with the Salesforce Contact record?

- A. Email address
- B. Student number
- C. Company name
- D. Company phone

Answer: B

Explanation:

The student number is the external ID that the consultant should recommend to match spreadsheet information with the Salesforce Contact record. The external ID is a field that uniquely identifies a record and can be used to match records from different data sources. The student number is a unique identifier for each student that can be used to match the spreadsheet information with the Contact record in Salesforce. The email address, company name, and company phone are not unique identifiers for each student and cannot be used as external IDs. References:

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

NEW QUESTION 20

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

Which solution should the consultant recommend?

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

Answer: D

Explanation:

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

? <https://www.salesforce.com/products/sales-cloud/features/salesforce-inbox/>
? https://help.salesforce.com/s/articleView?id=sf.inbox_overview.htm&type=5

NEW QUESTION 21

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

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

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

Answer: B

Explanation:

The university can confirm the Salesforce product release dates that could impact the timeline on the Salesforce Trust website. The Salesforce Trust website provides information about the maintenance schedule, release calendar, and release readiness for Salesforce products. The university can use this information to

plan their launch window in conjunction with the campus calendar. Trailhead, Setup Menu, and Partner Community are not places where the university can confirm the Salesforce product release dates. References:

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

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

NEW QUESTION 22

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 24

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

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

Answer: B

Explanation:

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

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

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

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

NEW QUESTION 26

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 31

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 35

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

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 36

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

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 37

A university system purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. The university needs to track students both as individuals and as part of a household. The Recruitment and Admissions office also wants to track events, the event locations, and the event vendors. Which account model should the consultant recommend?

- A. Education Data Architecture (EDA) Account Model
- B. Person Account Model
- C. Standard Account Model

Answer: A

Explanation:

The consultant should recommend the Education Data Architecture (EDA) Account Model as the account model for the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. The EDA Account Model is an account model that allows users to store information about individuals or organizations that are related to an educational institution, such as students, parents, faculty, staff, alumni, or donors. The EDA Account Model can help the university system track students both as individuals and as part of a household using features such as Contacts, Accounts, Relationships, or Affiliations. The EDA Account Model can also help the Recruitment and Admissions office track events, the event locations, and the event vendors using features such as Campaigns or Campaign Members. The Person Account Model and the Standard Account Model are not account models that can meet the requirements of the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system.

References:

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

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

NEW QUESTION 41

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://developer.salesforce.com/docs/atlas.en-](https://developer.salesforce.com/docs/atlas.en-us.salesforce_large_data_volumes_bp.meta/salesforce_large_data_volumes_bp/ldv_deployments_infrastructure_indexes.htm)

[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 46

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 49

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

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 50

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 54

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

Which solution should the consultant recommend?

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

Answer: A

Explanation:

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

NEW QUESTION 57

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 61

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

What should the consultant discuss with the system admin?

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

Answer: C

Explanation:

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

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

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

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

NEW QUESTION 64

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 68

A CRM committee for a university has asked a consultant about the major release cadence of Salesforce.org and Salesforce.com platform enhancements. When are Salesforce.org releases?

- A. Approximately two weeks after Salesforce.com releases
- B. Approximately one month before Salesforce.com releases
- C. Approximately two weeks before Salesforce.com releases
- D. Approximately one month after Salesforce.com releases

Answer: A

Explanation:

Salesforce.org releases are approximately two weeks after Salesforce.com releases. This means that Salesforce.org customers can benefit from both platform enhancements and industry-specific solutions in a timely manner. The other options are incorrect because they do not reflect the actual release cadence of Salesforce.org. References:

? <https://powerofus.force.com/s/article/SFDO-Release-Schedule>

? <https://www.salesforce.org/blog/salesforce-org-release-schedule/>

NEW QUESTION 72

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

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 76

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_queue_management.htm&type=5

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

NEW QUESTION 78

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 82

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://trailhead.salesforce.com/en/content/learn/modules/reports_dashboards/reports_dashboards_funnel

NEW QUESTION 83

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 88

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 91

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

Which configuration should the consultant retain during the data import?

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 95

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

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

Answer: C

Explanation:

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

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

NEW QUESTION 100

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

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

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

Answer: D

Explanation:

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

References:

? <https://powerofus.force.com/s/group/0F9800000000CjQOCA0/sfdo-open-source-contributors>

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

NEW QUESTION 104

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

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

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

Answer: A

Explanation:

? Using OmniStudio FlexCard:

? Applying Validation Rule:

? Steps to Implement:

? Testing: References:

? Salesforce OmniStudio Documentation: Creating FlexCards

? Salesforce Help: Validation Rules

NEW QUESTION 106

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 incident¹. The Attribute object is used to store additional information about Contacts or Accounts, such as demographics, interests, or preferences³. 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 107

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 112

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 115

The system admin has asked for training so users can learn basic Salesforce functionality at their own pace and track lesson completion. The IT department budget for paid training is very low. What should the consultant recommend?

- A. Power of Us Hub
- B. Trailblazer Community
- C. Trailhead
- D. Salesforce Einstein

Answer: C

Explanation:

Trailhead is a resource that the consultant can recommend for training users to learn basic Salesforce functionality at their own pace and track lesson completion. Trailhead is an online learning platform that provides interactive and gamified content on various Salesforce topics, such as products, features, skills, and best practices. Trailhead also allows users to earn badges and points as they complete modules and projects, and track their progress and achievements. Trailhead is free and accessible to anyone who wants to learn Salesforce. Power of Us Hub, Trailblazer Community, and Salesforce Einstein are not resources that provide training on basic Salesforce functionality. References:

? <https://trailhead.salesforce.com/en/en/home>

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

NEW QUESTION 116

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

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

Answer: A

Explanation:

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

References:

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

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

NEW QUESTION 118

A university's marketing department works on email campaigns for advancement. It wants to measure campaign effectiveness, return on investment, and Opportunity conversion using standard Salesforce functionality.

What should the consultant recommend to meet this requirement?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 123

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

Which integration direction should the consultant recommend?

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

Answer: C

Explanation:

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

References:

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

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

NEW QUESTION 127

A university works with business professionals through a continuing education program. Corporate recruiters work with employers to sponsor these programs.

Which object should recruiters use to track the progress of sponsorship requests?

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 128

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

Which approach should the consultant recommend?

- A. Agile

- B. Work Breakdown Structure
- C. Waterfall

Answer: A

Explanation:

The consultant should recommend Agile as an approach to deliver additional functionality in smaller units through an iterative process for the university that completed its first implementation of Salesforce. Agile is a project management methodology that focuses on delivering value to customers in short and frequent iterations, incorporating feedback and changes along the way. Agile can help the university deliver additional functionality in smaller units through an iterative process by using features such as user stories, sprints, or scrum meetings. Work Breakdown Structure and Waterfall are not approaches that can deliver additional functionality in smaller units through an iterative process for the university that completed its first implementation of Salesforce. References:

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

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

NEW QUESTION 130

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

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

Choose 2 answers.

- A. Configure Relationships to track alumni connections.
- B. Use Grants Management to track alumni scholarships.
- C. Install Insights Platform to understand alumni data.
- D. Leverage a third-party app to support event management.

Answer: AD

Explanation:

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

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

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

NEW QUESTION 135

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 138

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 143

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

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

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 147

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

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 151

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

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

Answer: C

Explanation:

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

? 5: Table-Driven Trigger Management (TDTM) Overview - Salesforce⁷

? 6: Table-Driven Trigger Management and Why it Matters⁸

NEW QUESTION 152

The Alumni Association is interested in using Education Cloud to support its operations. The Association tracks what engages alumni and their hobbies. Which Education Cloud feature should the consultant recommend?

- A. Interest Tags
- B. Relationships
- C. Activity Timeline

Answer: A

Explanation:

? Tracking Engagement and Hobbies:

? Setting Up Interest Tags:

? Utilizing Interest Tags:

? Implementation Steps: References:

? Salesforce Education Cloud Documentation: Interest Tags

NEW QUESTION 157

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

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

Answer: B

Explanation:

The consultant should confirm that Student Success Hub requires Education Data Architecture (EDA) as an operational requirement. Student Success Hub is a solution that extends EDA to meet the needs of student services and support. Student Success Hub provides features such as Early Alerts, Success Plans, Pathways, and Advising Events. Student Success Hub requires EDA to be installed and configured in the Salesforce environment before installing Student Success Hub. Einstein Bots being enabled prior to installing Student Success Hub, Read, Create and Edit access to Contacts, Accounts, and Cases being required, or Student Success Hub requiring the K-12 Architecture Kit are not operational requirements that the consultant should confirm. References:

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

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

NEW QUESTION 159

Recruiters want to visualize the number of prospective students at various stages in the recruitment process. Which report chart should the consultant implement?

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 162

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

- A. TDTM prevents custom triggers.
- B. TDTM mitigates data skew.
- C. TDTM controls the order in which operations execute.

Answer: C

Explanation:

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

References: Salesforce Education Cloud Academy: Consultant Fundamentals, [TDTM Documentation]

NEW QUESTION 167

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

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

Answer: C

Explanation:

? Enabling Education Cloud and Student Success Hub: Once Education Cloud and Student Success Hub are enabled, the next critical step is ensuring that the correct permission sets and licenses are in place.

? Permission Set Licenses: Permission set licenses are crucial as they determine the specific features and functionalities that users can access within Salesforce. Ensuring the right permissions are granted helps in managing data access and user roles effectively.

? Configuration Steps:

? Assigning Permission Sets:

? Validation: Ensure that users have the correct access by logging in as a user and checking if they can see and interact with the necessary components of Education Cloud.

References:

? Salesforce Education Cloud Documentation: Salesforce Help: Permission Set Licenses

NEW QUESTION 171

How should a consultant document risk for a customer in an Education Cloud implementation?

- A. Configure an Early Alert to notify stakeholders.
- B. Maintain a project health dashboard.
- C. Recommend a Center of Excellence.
- D. Share Salesforce resources with the customer.

Answer: B

Explanation:

The consultant should document risk for a customer in an Education Cloud implementation by maintaining a project health dashboard. A project health dashboard is a tool that provides a visual representation of the status and progress of a project, such as key milestones, deliverables, issues, or risks. A project health dashboard can help the consultant document risk for a customer in an Education Cloud implementation by identifying and tracking potential threats or challenges that may affect the project scope, timeline, budget, or quality, and providing mitigation strategies or contingency plans. Configuring an Early Alert, recommending a Center of Excellence, or sharing Salesforce resources with the customer are not ways to document risk for a customer in an Education Cloud implementation.

References:

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

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

NEW QUESTION 172

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

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

Answer: BC

Explanation:

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

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

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

NEW QUESTION 173

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