



Salesforce

Exam Questions Education-Cloud-Consultant

Salesforce Certified Education Cloud Consultant Exam

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NEW QUESTION 1

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 2

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

Which solution should a consultant recommend?

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

Answer: C

Explanation:

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

NEW QUESTION 3

A 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](#)

NEW QUESTION 4

The university Development office wants to present social media ads to constituents who demonstrate low engagement in email campaigns. The department uses Marketing Cloud Corporate Edition for Campaign management.

Which Marketing Cloud product should the consultant recommend?

- A. Advertising Studio
- B. Social Studio
- C. Interaction Studio
- D. Email Studio

Answer: A

Explanation:

Advertising Studio is a Marketing Cloud product that the consultant can recommend to help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns. Advertising Studio is a product that allows users to create and manage advertising campaigns on various social media platforms, such as Facebook, Instagram, Twitter, or LinkedIn. Advertising Studio also integrates with Marketing Cloud Corporate Edition, so users can leverage their email subscriber data to target and retarget audiences with relevant ads. Social Studio, Interaction Studio, and Email Studio are not Marketing Cloud products that can help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns.

NEW QUESTION 5

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 6

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

Which development consideration should the constant 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 7

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

Which should the consultant recommend to meet the requirements?

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 8

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

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

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

Answer: B

Explanation:

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

NEW QUESTION 9

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 10

A university's IT department is setting up an integration between the student information system (SIS) and the Education Data Architecture (EDA). The SIS integration will send students' academic major, status, and dates. Which Salesforce object should this be mapped to?

- A. Course Connection
- B. Education History
- C. A Program Enrollment

Answer: C

Explanation:

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

? 1: Education Data Architecture Documentation - Salesforce¹

? 2: EDA Object Reference - Salesforce⁴

? 3: EDA Object Reference - Salesforce⁴

NEW QUESTION 10

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 12

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

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 16

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

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

Answer: C

Explanation:

A CRM strategy is a plan that outlines how an organization will use Salesforce to achieve its goals and objectives. A consultant should recommend prioritizing the organization's initiatives as part of the CRM strategy, as this will help align the Salesforce solution with the most important and urgent needs of the Advancement office, such as fundraising, donor engagement, alumni relations, etc. Prioritizing the initiatives will also help define the scope, timeline, and budget of the project, as well as the key stakeholders, success metrics, and risks involved². Implementing Nonprofit Success Pack (NPSP) is a possible solution option, but not a recommendation for the CRM strategy. Starting solution design during a discovery session is a project management best practice, but not a recommendation for the CRM strategy.

NEW QUESTION 17

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. Salesforce Maps
- B. Einstein Bots
- C. Activity timeline

Answer: B

Explanation:

Einstein Bots are chatbots that can 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. Salesforce Maps is a location intelligence solution that helps sales and service teams optimize their territories, routes, and schedules³. Activity timeline is a feature that displays a chronological list of activities related to a record, such as calls, emails, meetings, and tasks⁴. Neither of these solutions are directly relevant to the scenario described in the question.

NEW QUESTION 18

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

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

Answer: D

Explanation:

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

NEW QUESTION 22

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 25

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 30

An Admissions office is interested in using Admissions Connect to manage its student applications and to recede supporting do.

How are application documents saved in Admissions Connect?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 35

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

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

Answer: B

Explanation:

? Measuring Implementation Success:

? Why Percentage of Staff Logins:

? How to Track:

? Steps to Implement:

References:

? Salesforce Documentation: User Login History

? Salesforce Help: Creating Reports and Dashboards

NEW QUESTION 39

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 42

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 46

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 48

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

What is required to use Student Success Hub?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 50

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

Which data management strategy should the consultant consider?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 52

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 55

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 58

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

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

Answer: C

Explanation:

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

References:

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

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

NEW QUESTION 60

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 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 continuing education. References:

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

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

NEW QUESTION 62

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 updated via Salesforce Releases.
- B. The code is maintained by Salesforce developers.
- C. The code is shared and sourced by the community.

Answer: C

Explanation:

The consideration that the consultant should discuss with the IT department is C. The code is shared and sourced by the community¹. This means that open source solutions for student recruitment are developed and maintained by a network of volunteers, contributors, and users who collaborate and exchange ideas, feedback, and code. The code is publicly available and can be modified, customized, and redistributed by anyone who follows the license terms and conditions². * A. The code is updated via Salesforce Releases and B. The code is maintained by Salesforce developers are not valid considerations for open source solutions for student recruitment. These statements apply to Salesforce products and features that are built and supported by Salesforce, such as the Education Data Architecture (EDA) or the Higher Education Data Platform (HEDA)³. However, open source solutions are not part of the Salesforce platform and do not depend on Salesforce releases or developers.

NEW QUESTION 63

A school wants to use the K-12 Architecture Kit to track elementary students and their parents. Which consideration about the K-12 Architecture Kit should the consultant discuss with the school?

- A. It requires Experience Cloud.
- B. It is built on the Education Data Architecture.
- C. It is built on Nonprofit Success Pack.

Answer: C

Explanation:

The consultant should discuss with the school that K-12 Architecture Kit is built on Nonprofit Success Pack as a consideration about K-12 Architecture Kit when using it to track elementary students and their parents. K-12 Architecture Kit is a product that provides a flexible and scalable data architecture for K-12 schools to manage their student lifecycle. K-12 Architecture Kit is built on Nonprofit Success Pack, which is a product that provides a data architecture for nonprofit organizations to manage their constituents and donors. K-12 Architecture Kit extends Nonprofit Success Pack by adding objects and features such as Contacts, Accounts, Relationships, Affiliations, Attendance Events, or Behavior Responses. The consultant should discuss with the school that K-12 Architecture Kit is built on Nonprofit Success Pack as a consideration about K-12 Architecture Kit when using it to track elementary students and their parents by explaining the benefits and challenges of using Nonprofit Success Pack for a K-12 school, such as data model, terminology, or configuration. It requires Experience Cloud, it is built on EDA, or it is built on Admissions Connect are not considerations about K-12 Architecture Kit that the consultant should discuss with the school when using it to track elementary students and their parents. References:

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

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

NEW QUESTION 67

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

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 71

The new director of Admissions plans to use Salesforce for its recruitment and admissions process. The director wants to increase the school's ranking and application yield by 15%.

The President's Office and dean are supportive and ready to launch the project. What should the consultant confirm?

- A. The director has end-user support for the project.
- B. The director has leadership support for the project.
- C. The project has a specific vision.
- D. The project has a measurable goal.

Answer: A

Explanation:

The consultant should confirm that the director has end-user support for the project, because this is a key factor for a successful implementation. End-user support means that the people who will use Salesforce on a daily basis are involved in the project, provide feedback, receive training, and adopt the new system. The other options are already given in the scenario, so they do not need to be confirmed by the consultant. References:

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

NEW QUESTION 76

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 80

A university 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. Identify Integration layers.
- B. Disable Trigger Handler records.
- C. Use the Data Import Wizard.

Answer: A

Explanation:

The first step that the consultant should take when integrating Salesforce with the Student Information System (SIS) is to identify the integration layers, which are the components that define how data is exchanged between the systems, such as the data model, the data format, the data transport, and the data security. This will help the consultant understand the scope and complexity of the integration project and choose the appropriate tools and methods. Disabling Trigger Handler records and using the Data Import Wizard are steps that can be taken later in the project execution or testing phase, not initially. References:

? <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-integrations>
? https://help.salesforce.com/s/articleView?id=sf.data_loader_disable_triggers_workf_low.htm&type=5
? https://help.salesforce.com/s/articleView?id=sf.data_importer.htm&type=5

NEW QUESTION 82

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

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

Answer: B

Explanation:

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

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

NEW QUESTION 84

A university is implementing Advisor Link and needs to test the integration with its Student Information System (SIS), and provide training space for advisors. The university needs access to some of the data from the production org for the advisor training. Which two types of sandboxes meet this use case? Choose 2 answers

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

Answer: CD

Explanation:

Full Sandbox and Partial Sandbox are two types of sandboxes that meet this use case for the university that is implementing Advisor Link and needs to test the integration with its SIS, and provide training space for advisors. A sandbox is a copy of a production environment that allows users to develop, test, or train without affecting live data or operations. A Full Sandbox is a type of sandbox that copies all data and metadata from the production environment. A Partial Sandbox is a type of sandbox that copies all metadata and a sample of data from the production environment based on specified criteria. The university can use a Full Sandbox or a Partial Sandbox to test the integration with its SIS, and provide training space for advisors with access to some of the data from the production org. Developer Sandbox and Developer Pro Sandbox are not types of sandboxes that meet this use case for the university that is implementing Advisor Link and needs to test the integration with its SIS, and provide training space for advisors. References:

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

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

NEW QUESTION 85

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

- A. Relationships
- B. Account
- C. Case
- D. Advising Pools

Answer: C

Explanation:

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

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

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

NEW QUESTION 87

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

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

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

Answer: BD

Explanation:

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

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

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

NEW QUESTION 90

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 92

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

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

Answer: B

Explanation:

A Salesforce system admin is a role that should participate in the Salesforce Center of Excellence (COE) for the business school that will implement Salesforce for

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

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

NEW QUESTION 96

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 100

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 101

During the requirements gathering phase, the academic staff stated that students are independent of any Account or Company. The staff requested that the Contact's Account field be blank and hidden on the page layout. What is the impact of creating a Contact without a parent Account?

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 105

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 106

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

Which communication example should a consultant recommend?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 109

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 110

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 112

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

Which integration consideration should the consultant outline?

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

Answer: A

Explanation:

The consultant should outline data element as an integration consideration when building a Salesforce integration strategy for the IT department at a university.

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

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

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

NEW QUESTION 115

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 116

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

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

NEW QUESTION 120

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 124

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 126

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

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

Answer: C

Explanation:

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

NEW QUESTION 129

The director of advising wants to better understand why students are meeting with their advisors. Which Advisor Link Feature should the consultant include in a report?

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

Answer: C

Explanation:

Appointment Topic is an Advisor Link feature that the consultant should include in a report to better understand why students are meeting with their advisors. Appointment Topic is a field on the Appointment object that indicates the reason or subject of the meeting. Success Plan Type, Alert Reason, and Case Status are not Advisor Link features that show why students are meeting with their advisors. References:

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

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

NEW QUESTION 132

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

- A. Salesforce Data Management Platform
- B. Einstein Account-Based Marketing

- C. Pardot Business Unit
- D. Marketing Cloud Business Unit

Answer: D

Explanation:

Marketing Cloud Business Unit is a solution that the consultant can recommend to meet the requirement of centralizing email communications for alumni and allowing departments across the university to only view their team's content. Marketing Cloud Business Unit is a feature that allows users to segment their Marketing Cloud account into separate units based on different criteria, such as brands, regions, products, or teams. Marketing Cloud Business Unit can be used to control access to data, content, subscribers, reports, and settings for each unit. Marketing Cloud Business Unit can help the university create a centralized email communication strategy for alumni while maintaining data security and visibility for each department. Salesforce Data Management Platform, Einstein Account-Based Marketing, and Pardot Business Unit are not solutions that can meet the requirement of centralizing email communications for alumni and allowing departments across the university to only view their team's content. References:

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

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

NEW QUESTION 133

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 135

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

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

Answer: A

Explanation:

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

? ⁵: Manage Calendar Sync (Support Staff) - Salesforce⁸

? ⁶: Salesforce Scheduler Implementation Guide - Salesforce⁹

? ⁷: Einstein Activity Capture Implementation Guide - Salesforce

NEW QUESTION 136

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 140

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 144

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 146

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 147

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 148

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

relationship type to the university.

Which Salesforce solution should the consultant recommend?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 151

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 152

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 155

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 156

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 158

Recruitment Staff want to use their university login when accessing Salesforce.
Which identity management feature should the consultant use?

- A. Named Credentials
- B. Two-factor Authentication
- C. Social Sign-On
- D. Single Sign-On

Answer: D

Explanation:

Single Sign-On (SSO) is an identity management feature that allows users to log in to Salesforce using their university login credentials. SSO simplifies the login process and reduces the need for multiple passwords. Named Credentials, Two-factor Authentication, and Social Sign-On are not identity management features that allow users to use their university login when accessing Salesforce. References:

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

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

NEW QUESTION 162

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

Which solution should the consultant recommend?

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

Answer: C

Explanation:

Financial Services Cloud is a Salesforce solution that is designed for the financial services industry, including wealth and asset management, banking, and insurance¹. Financial Services Cloud provides features and functionality that are tailored to the needs of UIS, such as:

? Tracking investment companies and their contacts as financial accounts and account members².

? Managing leads, opportunities, and activities with standard Salesforce objects and tools³.

? Leveraging Einstein AI to surface insights and recommendations for investment opportunities⁴.

? Integrating with core financial systems and data sources using prebuilt connectors and accelerators⁵.

Sales Cloud is a general-purpose CRM solution that does not have the specific features and functionality for the financial services industry⁶. Education Data Architecture (EDA) is a Salesforce solution that is designed for the education sector, including K-12 and higher education institutions⁷. EDA does not have the specific features and functionality for the financial services industry either.

References:

? 1: Financial Services Cloud Overview - Salesforce⁸

? 2: Financial Services Cloud Data Model - Salesforce

? 3: Financial Services Cloud User Guide - Salesforce

? 4: Einstein for Financial Services Cloud - Salesforce

? 5: Financial Services Cloud Integration Guide - Salesforce

? 6: Sales Cloud Overview - Salesforce

? 7: Education Data Architecture Overview - Salesforce

NEW QUESTION 166

A primary school will implement Student Success Hub to support student needs from K-12. The school primarily needs to track students' families and communicate with the parents on issues.

Which default account model should the consultant recommend?

- A. Standard Account Model
- B. Household Account Model
- C. Administrative Account Model

Answer: B

Explanation:

The Household Account Model in EDA creates one account for each household and associates multiple contacts with that account. This model is suitable for tracking students?? families and communicating with the parents on issues. The Household Account Model also provides features such as automatic household

naming, address management, and rollup fields. The consultant should recommend this model for the primary school that will implement Student Success Hub. References: [Salesforce Education Cloud Academy: Consultant Fundamentals], [EDA Account Models]

NEW QUESTION 168

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

Which action should the consultant take?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 171

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 172

A large university has a Career Service Center that provides career advice to current students and alumni. Staff provide advice the phone, via email and face-to-face. Students and alumni are served on a first come, first served basis and are rarely assigned to a specific advisor.

What should the consultant recommend to meet the requirement?

- A. Success Teams
- B. Queue Management
- C. Appointment Scheduling
- D. Assignment Rules

Answer: C

Explanation:

Appointment Scheduling is a solution that the consultant can recommend to meet the requirement of providing career advice to current students and alumni via phone,

email, or face-to-face. Appointment Scheduling is a feature that allows users to create and manage appointments with customers or clients from Salesforce.

Appointment Scheduling can be used to offer different types of services, such as career advice, tutoring, or counseling. Appointment Scheduling also integrates with calendars, email notifications, and reports. Success Teams, Queue Management, and Assignment Rules are not solutions that can meet the requirement of providing career advice to current students and alumni via phone, email, or face-to-face. References:

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

? <https://trailhead.salesforce.com/en/content/learn/modules/appointment-scheduling>

NEW QUESTION 176

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 179

A university needs to track details about a student's registration in an academic program or course of study, including information about registration dates, status, and credits earned.

Which object in the Education Data Architecture (EDA) contains this type of summary academic data?

- A. Course Offering
- B. Program Enrollment
- C. Program Plan

Answer: B

Explanation:

A Program Enrollment object in EDA contains summary academic data for a student's registration in an academic program or course of study, such as registration dates, status, credits earned, and GPA1. A Course Offering object represents a specific instance of a course that is offered during a term or semester2.

A Program Plan object defines the requirements and structure of an academic program or course of study3. References:

? 1: Education Data Architecture Documentation - Salesforce1

? 2: EDA Object Reference - Salesforce4

? 3: EDA Object Reference - Salesforce4

NEW QUESTION 180

The IT department is determining its integration needs between a Salesforce implementation, its Student Information System (SIS), and its housing system. All students contact information is sourced in the SIS. Students are required to report on-campus and off-campus housing mailing information into the SIS.

What is the integration direction between the systems?

- A. One-way integration with Salesforce to the housing system
- B. One-way integration with the housing system to Salesforce
- C. One-way integration with to the SIS to Salesforce
- D. One-way integration with Salesforce to the SIS

Answer: C

Explanation:

The integration direction between the systems is one-way integration from the SIS to Salesforce for the IT department that is determining its integration needs between a Salesforce implementation, its SIS, and its housing system. One-way integration is a type of integration that allows data to flow in one direction from a source system to a destination system. The SIS is the source system and Salesforce is the destination system for the contact information and the housing mailing information of the students. The IT department should set up a one-way integration from the SIS to Salesforce to ensure that the data is consistent and accurate in both systems. One-way integration with Salesforce to the housing system, one-way integration with the housing system to Salesforce, or one-way integration with Salesforce to the SIS are not correct integration directions between the systems. References:

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

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

NEW QUESTION 185

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 189

The Advancement office is replacing its old CRM system with Salesforce.

After creating its technology roadmap and fundraising timeline, the new Salesforce environment may go live during a major capital fundraising campaign.

Which critical factor should the consultant identify?

- A. Resource availability
- B. Technical complexity
- C. Staff cross-training
- D. Cost of the implementation

Answer: A

Explanation:

The consultant should identify resource availability as a critical factor for the Advancement office's new Salesforce environment going live during a major capital fundraising campaign. Resource availability refers to the amount and type of resources that are needed and available for a project, such as staff, time, budget, or equipment. Resource availability is a critical factor for the Advancement office's new Salesforce environment going live during a major capital fundraising campaign, because it can affect the project scope, timeline, quality, and success. The consultant should assess and plan for resource availability to ensure that the project can be completed and delivered without compromising the fundraising campaign. Technical complexity, staff cross-training, and cost of the implementation are not critical factors for the Advancement office's new Salesforce environment going live during a major capital fundraising campaign. 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-plan>

NEW QUESTION 190

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 ApplicantCommunityHomeController 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 ApplicantCommunityHomeController 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 195

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 200

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 202

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 203

Where should the consultant go to configure Primary Affiliation fields on the Contact record in the Education Data Architecture (EDA)?

- A. Affiliation TDTM records
- B. Field Sets for Affiliations
- C. Affiliation Mappings
- D. Affiliation Sharing Rules

Answer: C

Explanation:

Affiliation Mappings are used to automatically create and populate the Primary Affiliation field on the Contact record based on the Account record type of the related Affiliation. For example, if a Contact has an Affiliation with an Account of record type ??Academic Program??, the Primary Affiliation field on the Contact record will be populated with that Account name. The consultant can go to Affiliation Mappings in EDA Settings to configure which Account record types should trigger this behavior and which fields should be used to store the Primary Affiliation. References:

? Education Data Architecture Basics - Unit 3: Affiliations and Relationships

? EDA Documentation - Affiliation Mappings

NEW QUESTION 207

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 210

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 211

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 214

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 215

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

What should the consultant confirm before migrating the data?

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

Answer: B

Explanation:

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

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

References:

? ²: [Configure State and Country Picklists - Salesforce](#)

? : [ISO 3166 - Wikipedia](#)

? : [Enable Contact Multi-Addresses - Salesforce](#)

NEW QUESTION 220

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 225

A business school plans a phased Salesforce implementation for its MBA program, Executive Education, Career Advising, and ..

* Executive Education data is largely managed in its own system

* The MBA program is managed in a custom admission system that is integrated will the student information System (SIS)

* Career Advising and Alumni Relations share systems with other university departments

* The consultant has recommended a ??crawl, walk, run?? strategy

Which department should the consultant recommend for the initial ??crawl?? phase?

A. Career Advising

B. Executive Education

C. MBA program

Answer: C

Explanation:

The MBA program is the best candidate for the initial ??crawl?? phase because it already has a custom admission system that is integrated with the SIS, which can be leveraged for Salesforce implementation. Executive Education data is largely managed in its own system, which may require more complex integration or migration. Career Advising and Alumni Relations share systems with other university departments, which may involve more stakeholders and dependencies.

References:

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

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

NEW QUESTION 226

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