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**Exam Code: Education Cloud Consultant**  
**Exam Name: Salesforce Certified Education Cloud Consultant**



## Exam A

### QUESTION 1

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

Which Default Account Model should the consultant recommend?

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

**Correct Answer: A**

**Section:**

**Explanation:**

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

Reference:

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

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



### QUESTION 2

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

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

**Correct Answer: D**

**Section:**

**Explanation:**

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

Reference:

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

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

### QUESTION 3

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

**Correct Answer: D**

**Section:**

**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.

Reference:

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

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

#### 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



**Correct Answer: A**

**Section:**

**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.

#### QUESTION 5

A university joined the Open Source Commons & Community Sprints group in the Power of Us Hub. However, they were unable to find current or past Open Source Commons projects that meet their needs.

Which additional Power of Us Hub group can the consultant recommend so the university can find and collaborate on current open source projects?

- A. Sector: Higher Education
- B. SFDO Major Release Announcements
- C. SFDO Open Source Contributors
- D. CumulusCI (CCI)

**Correct Answer: C**

**Section:**

**Explanation:**

The SFDO Open Source Contributors group in the Power of Us Hub is an additional group that the consultant can recommend so the university can find and collaborate on current open source projects. The SFDO Open Source

Contributors group is a group that connects users who are interested in contributing to or learning from open source projects that are supported by Salesforce.org. The SFDO Open Source Contributors group provides access to resources, events, discussions, and opportunities related to various open source projects, such as EDA, NPSP, CumulusCI, or Metecho. The Sector: Higher Education, SFDO Major Release Announcements, and CumulusCI (CCI) groups in the Power of Us Hub are not groups that can help the university find and collaborate on current open source projects.

Reference:

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

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

#### QUESTION 6

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

**Correct Answer: D**

**Section:**

**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.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.einstein\\_prediction\\_builder.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.einstein_prediction_builder.htm&type=5)

[https://trailhead.salesforce.com/en/content/learn/modules/einstein\\_prediction\\_builder\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/einstein_prediction_builder_basics)

#### QUESTION 7

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

**Correct Answer: C**

**Section:**

**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.

Reference:

[https://trailhead.salesforce.com/en/content/learn/modules/api\\_basics/api\\_basics\\_introduction](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](https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf)

#### QUESTION 8

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

**Correct Answer: C**

**Section:**

**Explanation:**

Salesforce Inbox is a solution that a consultant can recommend to major gift officers who want to send mass emails to constituents in their territories and automate donor prospect prioritization based on engagement and specified criteria. Salesforce Inbox integrates email and calendar with Salesforce, allowing users to track email opens, clicks, and replies, sync events and tasks, and create and update records from their inbox. Salesforce Inbox also supports Einstein Activity Capture, which automatically logs email and calendar activity to the relevant records in Salesforce, and Einstein Lead Scoring, which assigns a score to each lead based on their profile and behavior<sup>2</sup>. Salesforce Inbox can help major gift officers save time, increase productivity, and focus on the most promising prospects.

Account Engagement and Salesforce Engage are not valid solutions for this scenario. Account Engagement is a feature of Education Cloud that allows users to score and grade accounts based on their engagement and fit with the institution<sup>3</sup>. However, Account Engagement does not support mass email or automation of donor prospect prioritization. Salesforce Engage is a feature of Pardot that allows users to send personalized emails to prospects and track their interactions<sup>4</sup>. However, Salesforce Engage is not designed for nonprofit or education use cases, and it requires a Pardot license.

#### QUESTION 9

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

**Correct Answer: A**

**Section:**

**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.

Reference:

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

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

#### QUESTION 10

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

Which step should the consultant recommend?

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



**Correct Answer: B**

**Section:**

**Explanation:**

The step that the consultant should recommend to the IT manager who is concerned about the large increase in users accessing the student community at any one time is B. Develop a Performance Testing Strategy<sup>1</sup>. This is because a performance testing strategy can help the IT manager to plan, execute, and analyze tests that measure the system's performance, scalability, reliability, and availability under various user loads and scenarios. A performance testing strategy can also help the IT manager to identify and resolve any performance issues or bottlenecks before the student community goes live, and to ensure that the system meets the expected service level agreements and user satisfaction<sup>2</sup>.

A) Use a third-party testing automation tool and C. Log a case with Salesforce Support to increase limits are not valid steps for this scenario. Using a third-party testing automation tool may be a part of the performance testing strategy, but it is not a step by itself. The IT manager needs to define the objectives, scope, approach, tools, and metrics of the performance testing strategy before choosing and using a testing automation tool<sup>2</sup>. Logging a case with Salesforce Support to increase limits may be a possible action that the IT manager can take after conducting the performance testing and analyzing the results, but it is not a step that the consultant should recommend before the testing. The IT manager needs to determine the current and expected system capacity, throughput, response time, and resource utilization before requesting any limit increases from Salesforce Support<sup>3</sup>.

#### **QUESTION 11**

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.

**Correct Answer: C**

**Section:**

**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.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.data\\_management.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_management.htm&type=5)

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

#### **QUESTION 12**

A college is replacing its legacy system with the Education Data Architecture (EDA). The consultant is working on the data migration and needs to map available classes.

Which EDA object indicates a class is available for a given term?

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

**Correct Answer: D**

**Section:**

**Explanation:**

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



Reference:

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

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

### QUESTION 13

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

What account model should the consultant select?

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

**Correct Answer: B**

**Section:**

**Explanation:**

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

Reference:

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

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



### QUESTION 14

Recruiters want to visualize the number of prospective students at various stages in the recruitment process.

Which report chart should the consultant implement?

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

**Correct Answer: D**

**Section:**

**Explanation:**

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

Reference:

[https://help.salesforce.com/s/articleView?id=sf.reports\\_charts\\_funnel.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.reports_charts_funnel.htm&type=5)

[https://trailhead.salesforce.com/en/content/learn/modules/reports\\_dashboards/reports\\_dashboards\\_funnel](https://trailhead.salesforce.com/en/content/learn/modules/reports_dashboards/reports_dashboards_funnel)

### QUESTION 15

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

**Correct Answer: C**

**Section:**

**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.

Reference:

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

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

#### QUESTION 16

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



**Correct Answer: B**

**Section:**

**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.

Reference:

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

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

#### QUESTION 17

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



**Correct Answer: C**

**Section:**

**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.

Reference:

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

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

#### QUESTION 18

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

What should the consultant do first to avoid any issues?

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

**Correct Answer: A**

**Section:**

**Explanation:**

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

Reference:

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

[https://help.salesforce.com/s/articleView?id=sf.data\\_sandbox\\_create.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_sandbox_create.htm&type=5)

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

#### QUESTION 19

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

**Correct Answer: C**

**Section:**

**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.

Reference:

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

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

#### QUESTION 20

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

Choose 1 answer.

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

**Correct Answer: C**

**Section:**

**Explanation:**

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

Reference:

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

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

#### QUESTION 21

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.

**Correct Answer: D**

**Section:**

**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.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.users\\_license\\_types\\_available.htm&type=5](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](https://trailhead.salesforce.com/en/content/learn/modules/identity_basics/identity_basics_licenses)

#### QUESTION 22

A school district is reopening after global pandemic. It has an existing Salesforce org configured with the K-12 Architecture kit. The school district wants to leverage Work.com Command Center for schools in its existing org. What should the consultant advise?

- A. Work.com Command Center operates in a separate org.
- B. Install Work.com Command Center in existing org.
- C. Leverage Student Success Hub.
- D. Use third-party app from AppExchange.

**Correct Answer: B**

**Section:**

**Explanation:**

The consultant should advise the school district to install Work.com Command Center in their existing org, because this can help them leverage Work.com Command Center for schools in their existing org. Work.com Command Center is a solution that helps organizations manage their reopening and recovery efforts after a global pandemic. Work.com Command Center for schools is a specific configuration of Work.com Command Center that helps schools monitor student and staff wellness, attendance, and engagement. Work.com Command Center can be installed in an existing org as a managed package from the AppExchange. Work.com Command Center does not operate in a separate org, nor does it require leveraging Student Success Hub or using a third-party app from AppExchange.

Reference:

<https://www.salesforce.org/workdotcom/>

<https://www.salesforce.org/wp-content/uploads/2020/08/WorkDotCom-for-Schools.pdf>

<https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000FMkZCUA1>

### QUESTION 23

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

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



**Correct Answer: D**

**Section:**

**Explanation:**

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

Reference:

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

[https://trailhead.salesforce.com/en/content/learn/modules/appexchange\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/appexchange_basics)

### QUESTION 24

The VP of Development is preparing to visit the university's top supporters. The VP wants to maximize travel time by prioritizing pledges. that are most likely to close. Which reporting solution should the consultant recommend?

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

**Correct Answer: D**

**Section:**

**Explanation:**

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

Reference:

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

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

#### QUESTION 25

The Recruitment and Admissions office has an existing Salesforce environment they want 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.

**Correct Answer: B**

**Section:**

**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.

Reference:

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

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

#### QUESTION 26

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

**Correct Answer: A**

**Section:**

**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.

Reference:

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

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

**QUESTION 27**

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.

**Correct Answer: D**

**Section:**

**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.

Reference:

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

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

**QUESTION 28**

A large university is planning to release a new recruitment and admissions solution using Salesforce. The university is closely evaluating a launch window in conjunction with the campus calendar. Where should the university confirm the Salesforce product release dates that could impact the timeline?

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

**Correct Answer: B**

**Section:**

**Explanation:**

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

Reference:

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

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

**QUESTION 29**

The Marketing department at a college emails former students twice a year informing them of upcoming fundraising events. The department is concerned about the number of bounced emails it receives. Which solution should the Marketing team consider that will enable former students to update their email address?

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

**Correct Answer: B**

**Section:**

**Explanation:**

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

Reference:

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

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

### QUESTION 30

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

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

**Correct Answer: D**

**Section:**

**Explanation:**

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

Reference:

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

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

### QUESTION 31

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

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

**Correct Answer: C**

**Section:**

**Explanation:**

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

Reference:

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

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

**QUESTION 32**

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

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

**Correct Answer: C**

**Section:**

**Explanation:**

The Salesforce AppExchange is the location that the consultant should visit to install EDA in the existing environment. The Salesforce AppExchange is an online marketplace where customers can find, try, and install apps, components, and packages that extend the functionality of Salesforce. EDA is listed as a free app for education customers on the Salesforce AppExchange. The consultant can use the EDA installer page, which is a web-based tool that allows the consultant to log in to the desired org, validate the pre-install requirements, and install EDA with a few clicks. The EDA installer page can be accessed from the Salesforce AppExchange or from the direct link<sup>2</sup>.

**QUESTION 33**

A university's Study Abroad office is getting ready to implement Salesforce to streamline internal processes. In the past, most of the work was done using spreadsheets and paper. The office is unsure of which metrics to use to determine whether the implementation project is successful. Which metric should the consultant recommend?

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

**Correct Answer: B**

**Section:**

**Explanation:**

The percentage of staff logins each month is a metric that the consultant can recommend to measure the success of the Salesforce implementation project for the Study Abroad office. This metric can indicate the level of user adoption, satisfaction, and engagement with the new system, as well as the effectiveness of the training and change management strategies. A high percentage of staff logins each month can show that the staff are using Salesforce regularly and consistently to streamline their internal processes, such as managing student applications, tracking program status, and communicating with partners<sup>2</sup>.

The number of student phone inquiries and the volume of emails to the office are not valid metrics for this scenario, as they do not reflect the impact of the Salesforce implementation on the internal processes of the Study Abroad office. These metrics may be influenced by other factors, such as the demand for study abroad programs, the quality of the website and marketing materials, and the availability and responsiveness of the staff. These metrics may also not capture the efficiency and accuracy of the data and workflows that Salesforce can provide.

**QUESTION 34**

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.

**Correct Answer: C**

**Section:**

**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.

Reference:

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

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

#### QUESTION 35

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

**Correct Answer: A**

**Section:**

**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.

Reference:

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

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



#### QUESTION 36

An institution's Office of Career Services wants a solution that allows students to schedule appointments with any available ..... directly from a portal. Which feature should the consultant recommend to meet the requirement?

- A. Email to Case
- B. Success Teams
- C. Advising Pools
- D. Early Alerts

**Correct Answer: C**

**Section:**

**Explanation:**

Advising Pools is a feature that allows students to schedule appointments with any available advisor directly from a portal. Advising Pools enables advisors to set their availability and preferences, and students to see which advisors match their needs and book appointments accordingly. Email to Case, Success Teams, and Early Alerts are not features that allow students to schedule appointments with advisors from a portal.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.eda\\_advising\\_pools.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.eda_advising_pools.htm&type=5)

<https://www.salesforce.org/blog/advising-pools-for-higher-ed/>

#### QUESTION 37

A college wants to extend its existing Education Data Architecture org to support the Advancement department's fundraising needs. What should the consultant recommend to meet the requirement?



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

**Correct Answer: B**

**Section:**

**Explanation:**

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

Reference:

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

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

### QUESTION 38

A university's Alumni Relations office is replacing its legacy system with Salesforce. The consultant needs to load a large volume of alumni Contact records into a new Salesforce environment. Which action should the consultant take?

- A. Set the Account and Contact's sharing to Public Read/Write before the data load.
- B. Set the Account and Contact's sharing to Private before the data load.
- C. Load record owners after the Account and Contact data load is complete.

**Correct Answer: B**

**Section:**

**Explanation:**

The action that the consultant should take when loading a large volume of alumni Contact records into a new Salesforce environment is B. Set the Account and Contact's sharing to Private before the data load<sup>1</sup>. This is because setting the sharing to Private can improve the performance and speed of the data load, as it reduces the number of sharing calculations and recalculations that Salesforce has to perform during the process. Setting the sharing to Private can also prevent unauthorized access and visibility of the data by other users until the data load is complete and verified<sup>2</sup>.

A) Set the Account and Contact's sharing to Public Read/Write before the data load and C. Load record owners after the Account and Contact data load is complete are not valid actions for this scenario. Setting the sharing to Public Read/Write can degrade the performance and speed of the data load, as it increases the number of sharing calculations and recalculations that Salesforce has to perform during the process. Setting the sharing to Public Read/Write can also expose the data to other users who may not have the appropriate permissions or roles to view or edit the data<sup>2</sup>. Loading record owners after the Account and Contact data load is complete can cause errors and inconsistencies in the data, as the record owners are required fields for the Account and Contact objects. Loading record owners after the data load can also trigger unnecessary workflows and validations that can affect the data quality and integrity<sup>3</sup>.

### QUESTION 39

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

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

**Correct Answer: B**

**Section:**

**Explanation:**

Course Connection is an EDA object that the consultant should use to track which classes are taught by teaching assistants. Course Connection is an object that represents a junction between a Contact and a Course Offering.



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

Reference:

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

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

#### QUESTION 40

The Alumni Association is interested in using Education Cloud to support its operations. The association track alumni interested board networking activities, and manages fundraising. Which two Education Cloud considerations should the consultant discuss with the Association?

Choose 2 answers.

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

**Correct Answer: A, D**

**Section:**

**Explanation:**

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

Reference:

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

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

#### QUESTION 41

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

**Correct Answer: D**

**Section:**

**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.

Reference:

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

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

#### QUESTION 42

A school district needs to track special education student grades, attendance, and program enrollments and capture e-signatures from parents and legal guardians. Which two solutions should the consultant recommend to meet the requirement?  
Choose 2 answers.

- A. Salesforce CPQ
- B. K-12 Architecture Kit
- C. Third-party application
- D. Nonprofit Success Pack

**Correct Answer: B, C**

**Section:**

**Explanation:**

The K-12 Architecture Kit and a third-party application are two solutions that the consultant can recommend to meet the requirement of tracking special education student grades, attendance, and program enrollments and capturing e-signatures from parents and legal guardians. The K-12 Architecture Kit is a solution that extends EDA to meet the needs of K-12 schools. The K-12 Architecture Kit provides objects and features to track student information, such as grades, attendance, and program enrollments. A third-party application is an application that provides additional features and solutions for Salesforce. There are many third-party applications on the AppExchange that offer e-signature capabilities, such as capturing, sending, and storing signed documents. The consultant can help the school district choose an app that meets their needs and budget. Salesforce CPQ, Financial Service Cloud, and Nonprofit Success Pack are not solutions that can meet the requirement of tracking special education student grades, attendance, and program enrollments and capturing e-signatures from parents and legal guardians.

Reference:

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

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

[https://trailhead.salesforce.com/en/content/learn/modules/k12\\_architecture\\_kit\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/k12_architecture_kit_basics)

#### QUESTION 43

A college plans to implement Student Success Hub and wants to configure Pathways to support students in their academic journey. What should be considered when implementing Pathways?

- A. There is a limit to the number of Plan Requirement records.
- B. Pathways uses Program Plan and Plan Requirement records.
- C. There are only two levels of Program Plan requirements in Pathways.

**Correct Answer: B**

**Section:**

**Explanation:**

The college should consider that Pathways uses Program Plan and Plan Requirement records when implementing Pathways to support students in their academic journey. Pathways is a feature in Student Success Hub that allows users to create and manage personalized learning plans for students based on their goals and interests. Pathways uses Program Plan and Plan Requirement records to define the structure and requirements of a learning plan, such as courses, credits, or milestones. The college should consider that Pathways uses Program Plan and Plan Requirement records when implementing Pathways to support students in their academic journey by configuring and customizing these records to match their academic programs and policies. There is a limit to the number of Plan Requirement records or there are only two levels of Program Plan requirements in Pathways are not things that the college should consider when implementing Pathways to support students in their academic journey.

Reference:

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

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

#### QUESTION 44

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

**Correct Answer: B**

**Section:**

**Explanation:**

Measuring Implementation Success:

The percentage of staff logins each month is a strong indicator of user adoption and engagement with the new system. High login rates suggest that staff members are regularly using Education Cloud for their daily tasks.

Why Percentage of Staff Logins:

User Adoption: Frequent logins indicate that staff are actively using the system, which is critical for the success of the implementation.

Engagement: High engagement rates reflect that the staff find the system useful and are leveraging it to manage their workflows.

Data Accuracy: Regular use ensures that data entered into the system is current and accurate, improving overall data quality.

How to Track:

Login Reports: Create reports in Salesforce to track the number of logins by staff members each month.

Dashboards: Set up dashboards to visualize login trends and identify patterns or areas needing improvement.

Steps to Implement:

Create Login Report:

Navigate to the Reports tab and create a new report based on the User Login History object.

Include fields such as User Name, Login Date, and Login Time.

Group the data by month to calculate the percentage of active users.

Set Up Dashboard:

Create a dashboard that displays the login data.

Use charts and graphs to visualize the percentage of staff logins each month.

Salesforce Documentation: User Login History

Salesforce Help: Creating Reports and Dashboards



#### QUESTION 45

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

**Correct Answer: C**

**Section:**

**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.

Reference:

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

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

#### QUESTION 46

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

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

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

**Correct Answer: D**

**Section:**

**Explanation:**

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

Reference:

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

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

#### QUESTION 47

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

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



**Correct Answer: C**

**Section:**

**Explanation:**

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

Reference:

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

[https://trailhead.salesforce.com/en/content/learn/modules/trailhead\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/trailhead_basics)

#### QUESTION 48

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

**Correct Answer: B**

**Section:**

**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.

Reference:

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

[https://trailhead.salesforce.com/en/content/learn/modules/appexchange\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/appexchange_basics)

#### QUESTION 49

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

**Correct Answer: C, D**

**Section:**

**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.

Reference:

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

#### QUESTION 50

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.

**Correct Answer: C**

**Section:**

**Explanation:**

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

**QUESTION 51**

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

**Correct Answer: D**

**Section:**

**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.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_overview\\_business\\_units.htm&type=5](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>

**QUESTION 52**

A university is experiencing performance degradation issues such as record locking, long search times, and long record save times. What is the likely cause for all of these issues?

- A. TDTM
- B. Insufficient code coverage
- C. Data skew
- D. Insufficient data storage

**Correct Answer: C**

**Section:**

**Explanation:**

Data skew is the likely cause for all of these issues, such as record locking, long search times, and long record save times. Data skew is a condition that occurs when a large number of child records are associated with a single parent record, or when a large number of records are owned by a single user. Data skew can affect performance and functionality, such as locking records, slowing down queries, and increasing save times. TDTM, insufficient code coverage, and insufficient data storage are not likely causes for all of these issues.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.data\\_skew.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_skew.htm&type=5)

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

**QUESTION 53**

University Advancement staff are required to authenticate to internal systems both by logging in with a username and password and by authenticating via an app on their phone. Which identity management feature should the consultant recommend to meet this requirement?

- A. Single sign-on
- B. Multi-factor authentication
- C. Connected apps
- D. Social sign-on

**Correct Answer: B**

**Section:**

**Explanation:**

Multi-factor authentication is an identity management feature that the consultant can recommend to meet the requirement of authenticating to internal systems both by logging in with a username and password and by authenticating via an app on their phone. Multi-factor authentication is a feature that adds an extra layer of security to the login process by requiring users to verify their identity using a second factor, such as a mobile app, a security key, or an email link. Multi-factor authentication can help prevent unauthorized access and protect sensitive data. Single sign-on, connected apps, and social sign-on are not identity management features that require users to authenticate to internal systems both by logging in with a username and password and by authenticating via an app on their phone.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.identity\\_mfa.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.identity_mfa.htm&type=5)

[https://trailhead.salesforce.com/en/content/learn/modules/identity\\_login/identity\\_login\\_mfa](https://trailhead.salesforce.com/en/content/learn/modules/identity_login/identity_login_mfa)

#### **QUESTION 54**

A Recruitment office wants to use Pardot and Salesforce with the Education Data Architecture (EDA) to manage campaigns and track prospective students.

Which compatibility consideration should the consultant discuss with the office?

- A. EDA requires custom automation for lead conversion.
- B. Pardot is incompatible with the Household account model.
- C. The Do Not Contact TDTM record must be disabled.
- D. Pardot can only create Leads and Contacts.

**Correct Answer: A**

**Section:**

**Explanation:**

The consultant should discuss with the Recruitment office that EDA requires custom automation for lead conversion as a compatibility consideration for using Pardot and Salesforce with EDA. Lead conversion is a process that converts a Lead record into an Account, a Contact, and an Opportunity record in Salesforce. EDA does not support the standard lead conversion process in Salesforce, because it uses different account models and objects to store information about individuals and organizations. The consultant should create custom automation for lead conversion, such as using Process Builder, Flow, or Apex, to map the Lead fields to the appropriate EDA fields and objects. Pardot being incompatible with the Household account model, the Do Not Contact TDTM record needing to be disabled, or Pardot being able to create only Leads and Contacts are not compatibility considerations for using Pardot and Salesforce with EDA.

Reference:

<https://powerofus.force.com/s/article/EDA-Lead-Conversion>

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

#### **QUESTION 55**

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

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

Choose 2 answers

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

**Correct Answer: A, D**

**Section:**

**Explanation:**

The consultant should create a Student Case record and an Administrative Account record to set up a student in Student Success Hub. Student Case is an object that represents a student's request for assistance or support from an advisor or a counselor. Student Case can be used to track various information about a student's issue, such as status, priority, category, or resolution. The consultant should create a Student Case record for each student who needs assistance or support from Student Success Hub. Administrative Account is an account model that allows users to store information about individuals who are related to an educational institution, such as students, faculty, staff, or alumni. Administrative Account can be used to track various information about an individual, such as name, email, phone, or address. The consultant should create an Administrative Account record



for each student who is enrolled in the educational institution. Creating a User record or a Household Account record are not steps to set up a student in Student Success Hub.

Reference:

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

<https://powerofus.force.com/s/article/SSHUB-Student-Cases>

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

#### QUESTION 56

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

**Correct Answer: C**

**Section:**

**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.

Reference:

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

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

#### QUESTION 57

A consultant has been working with a university to build a new student services solution using Salesforce. The consultant is preparing for User Acceptance Testing.

Which item should be excluded from the testing scope?

- A. User experience in production
- B. Large data volumes
- C. Data load simulation
- D. Average versus peak performance

**Correct Answer: A**

**Section:**

**Explanation:**

User experience in production should be excluded from the testing scope for User Acceptance Testing. User Acceptance Testing is a phase of testing that involves end users validating the functionality and usability of the solution in a sandbox environment that mimics the production environment. User Acceptance Testing should not include testing user experience in production, because this can affect live data and operations, and introduce errors or risks. Large data volumes, data load simulation, and average versus peak performance should be included in the testing scope for User Acceptance Testing, because they can help evaluate the performance and scalability of the solution under different scenarios and conditions.

Reference:

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

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

#### QUESTION 58

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

Which consideration should the consultant discuss with the institution?



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

**Correct Answer: A**

**Section:**

**Explanation:**

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

#### QUESTION 59

A university plans to use Salesforce to manage its recruitment and admissions process. A prospective student goes through four maturation stages: Suspects, Prospects, Applicants, and Matriculated. IDs are assigned by the Student Information System (SIS) at the Applicant stage.

Salesforce is the system of record in which two stages?

Choose 2 answers

- A. Matriculated
- B. Suspect
- C. Prospect
- D. Applicant

**Correct Answer: B, C**

**Section:**

**Explanation:**

Salesforce is the system of record in the Suspect and Prospect stages of the recruitment and admissions process for the university. A system of record is a system that serves as the authoritative source of data for a given entity or process. Salesforce is the system of record in the Suspect and Prospect stages, because it stores and manages information about potential students who have expressed interest or have been identified as targets by the university, such as name, email, phone, or program of interest. The Student Information System (SIS) is the system of record in the Applicant and Matriculated stages of the recruitment and admissions process for the university. The SIS is a system that stores and manages information about students who have applied or enrolled at the university, such as ID, transcripts, test scores, or financial aid.

Reference:

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

[https://trailhead.salesforce.com/en/content/learn/modules/highered\\_admissions](https://trailhead.salesforce.com/en/content/learn/modules/highered_admissions)

#### QUESTION 60

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

Which action should the consultant take?

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

**Correct Answer: D**

**Section:**

**Explanation:**

The consultant should install the K-12 Architecture Kit from GitHub to evaluate it for the school district. GitHub is a platform that hosts code repositories and allows users to collaborate on software development projects. The K-12 Architecture Kit is a solution that extends EDA to meet the needs of K-12 schools. The K-12 Architecture Kit provides objects and features to track student information, such as grades, attendance, and program



enrollments. The K-12 Architecture Kit is not available on the AppExchange, but rather on GitHub as an open source project that users can install and customize. Installing the K-12 Architecture Kit from the AppExchange, starting a new K-12 Architecture Kit trial, or making K-12 Architecture Kit record types available to profiles are not actions that the consultant can take to evaluate it for the school district.

Reference:

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

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

#### QUESTION 61

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).

**Correct Answer: C**

**Section:**

**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 limits<sup>12</sup>.

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 users<sup>34</sup>.

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 mapping<sup>5</sup>.

#### QUESTION 62

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

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

**Correct Answer: B**

**Section:**

**Explanation:**

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

Reference:

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

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

#### QUESTION 63

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

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

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

**Correct Answer: B**

**Section:**

**Explanation:**

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

Reference:

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

[https://trailhead.salesforce.com/en/content/learn/modules/nonprofit\\_fundraising/nonprofit\\_fundraising\\_opportunities](https://trailhead.salesforce.com/en/content/learn/modules/nonprofit_fundraising/nonprofit_fundraising_opportunities)

#### QUESTION 64

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 indicate a student's major?

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

**Correct Answer: D**

**Section:**

**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.

Reference:

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

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

#### QUESTION 65

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

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

**Correct Answer: A**

**Section:**

**Explanation:**

Pathways and Plan Requirements are two components that the consultant can recommend to meet the requirement of providing a way for students and advisors to picture academic options more clearly and visualize degree requirements. Pathways is a component that allows users to create and manage academic plans for students, such as majors, minors, or certificates. Pathways can help students and advisors picture academic options more



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

Reference:

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

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

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

#### QUESTION 66

College advisors want assistance proactively identifying student issues as they arise. Which functionality in Student Success Hub should the consultant recommend?

- A. Advising Events
- B. Mass Actions
- C. Early Alerts
- D. Success Plans

**Correct Answer: C**

**Section:**

**Explanation:**

Early Alerts is a functionality in Student Success Hub that the consultant can recommend to meet the requirement of providing assistance to proactively identify student issues as they arise. Early Alerts is a feature that allows users to create and manage alerts for students who may need intervention or support, such as academic, financial, or personal issues. Early Alerts can help college advisors proactively identify student issues as they arise by using features such as Alert Reasons, Alert Statuses, or Alert Assignment Rules. Advising Events, Mass Actions, and Success Plans are not functionalities in Student Success Hub that can meet the requirement of providing assistance to proactively identify student issues as they arise.

Reference:

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

<https://powerofus.force.com/s/article/SSHUB-Early-Alerts>



#### QUESTION 67

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.

**Correct Answer: B**

**Section:**

**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.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.reports\\_standard\\_opp.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.reports_standard_opp.htm&type=5)

[https://trailhead.salesforce.com/en/content/learn/modules/reports\\_dashboards/reports\\_dashboards\\_funnel](https://trailhead.salesforce.com/en/content/learn/modules/reports_dashboards/reports_dashboards_funnel)

#### QUESTION 68

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

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

**Correct Answer: D**

**Section:**

**Explanation:**

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

Reference:

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

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

#### QUESTION 69

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

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



**Correct Answer: A**

**Section:**

**Explanation:**

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

Reference:

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

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

#### QUESTION 70

What is the correct order of operations to ensure customer success in an Education Cloud implementation?

- A. Document Current State, Conduct Discovery Workshops, Generate Solution Design, Write Test Scripts & Plans, Build Solution & Test, Deploy.
- B. Document Current State, Conduct: Discovery Workshops, Write Test Scripts & Plans, Build Solution & Test, Generate Solution Design, Deploy.
- C. Conduct Discovery Workshops, Document Current State, Generate Solution Design, Write Test Scripts & Plans, Build Solution & Test, Deploy,
- D. Conduct Discovery Workshops, Document Current State, Write Test Scripts Plans, Generate Solution Design, Build Solution & Test, Deploy

**Correct Answer: C**

**Section:****Explanation:**

The correct order of operations to ensure customer success in an Education Cloud implementation is:

Conduct Discovery Workshops: This is the first step where the consultant gathers information and requirements from the customer and stakeholders through interviews, surveys, or observations.

Document Current State: This is the second step where the consultant analyzes and documents the current processes and systems that the customer uses and identifies gaps and opportunities for improvement.

Generate Solution Design: This is the third step where the consultant creates and presents a solution design document that outlines how Salesforce will meet the customer's requirements and expectations, and defines the scope, timeline, and budget of the project.

Write Test Scripts & Plans: This is the fourth step where the consultant writes test scripts and plans that describe how to test the functionality and usability of the solution in different scenarios and conditions, and defines the success criteria and exit criteria for testing.

Build Solution & Test: This is the fifth step where the consultant builds the solution in a sandbox environment using declarative or programmatic tools, and tests the solution using the test scripts and plans to ensure quality and accuracy.

Deploy: This is the sixth and final step where the consultant deploys the solution into the production environment using change sets or other deployment tools, and provides training and support to the customer and end users.

Documenting Current State, Conducting Discovery Workshops, Writing Test Scripts & Plans, Building Solution & Test, Generating Solution Design, or Deploying are not correct orders of operations to ensure customer success in an Education Cloud implementation.

Reference:

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

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

**QUESTION 71**

A school is considering leveraging Student Success Hub.

Which operational requirement should the consultant confirm?

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



**Correct Answer: B**

**Section:****Explanation:**

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

Reference:

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

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

**QUESTION 72**

An elementary school wants to implement an out-of-the-box solution to track enrollments by grade.

Which solution should the consultant recommend?

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

**Correct Answer: A**

**Section:****Explanation:**

The consultant should recommend K-12 Architecture Kit as an out-of-the-box solution to track enrollments by grade for the elementary school. K-12 Architecture Kit is a solution that extends EDA to meet the needs of K-12 schools. K-12 Architecture Kit provides objects and features to track student information, such as grades, attendance, and program enrollments. The consultant can help the elementary school configure and customize K-12 Architecture Kit to track enrollments by grade using features such as Grade Enrollment or Grade Level. Nonprofit Success Pack, Education Data Architecture, and Program Management Module are not out-of-the-box solutions to track enrollments by grade for the elementary school.

Reference:

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

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

**QUESTION 73**

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

**Correct Answer: C**

**Section:****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.

Reference:

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

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

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

**QUESTION 74**

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

**Correct Answer: C, D**

**Section:****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.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.data\\_sandbox.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_sandbox.htm&type=5)

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

#### QUESTION 75

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

**Correct Answer: B**

**Section:**

**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 integrations<sup>2</sup>. 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 platform<sup>3</sup>. 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 platform<sup>4</sup>. These roles may be consulted or informed by the COE, but they are not part of the COE team.

#### QUESTION 76

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.

**Correct Answer: B**

**Section:**

**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.

Reference:

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

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

#### QUESTION 77

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

**Correct Answer: A**

**Section:**

**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.

Reference:

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

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

#### QUESTION 78

A university uses the Education Data Architecture (EDA) to manage its prospective and current students. The student Contact Mailing Address fields and records are populated in Salesforce through an integration with an external system.

What should the consultant recommend?

- A. Disable address-related Trigger Handler records.
- B. Disable all EDA and custom Trigger Handler records.
- C. Set record-level trigger firing based on the Account record type.
- D. Set the Default Account Model to Administrative.



**Correct Answer: A**

**Section:**

**Explanation:**

The consultant should recommend to disable address-related Trigger Handler records for the university that uses EDA to manage its prospective and current students and has the student Contact Mailing Address fields and records populated in Salesforce through an integration with an external system. Trigger Handler records are records that control the behavior of EDA triggers and can be disabled or enabled as needed. Disabling address-related Trigger Handler records can help prevent duplicate or conflicting address records from being created or updated by EDA when the student Contact Mailing Address fields and records are populated in Salesforce through an integration with an external system. Disabling all EDA and custom Trigger Handler records, setting record-level trigger firing based on the Account record type, or setting the Default Account Model to Administrative are not recommendations for the university that uses EDA to manage its prospective and current students and has the student Contact Mailing Address fields and records populated in Salesforce through an integration with an external system.

Reference:

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

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

#### QUESTION 79

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

**Correct Answer: A**

**Section:**

**Explanation:**

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

5: Manage Calendar Sync (Support Staff) - Salesforce

6: Salesforce Scheduler Implementation Guide - Salesforce

7: Einstein Activity Capture Implementation Guide - Salesforce

#### **QUESTION 80**

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.

**Correct Answer: B**

**Section:**

**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`. Reference: [Salesforce Education Cloud Academy: Consultant Fundamentals], [EDA Account Naming]

#### **QUESTION 81**

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

**Correct Answer: B**

**Section:**

**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. Reference: [Salesforce Education Cloud Academy: Consultant Fundamentals], [EDA Account Models]

#### **QUESTION 82**

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

**Correct Answer: C**

**Section:**

**Explanation:**

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

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

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

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

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

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

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

2: Financial Services Cloud Data Model - Salesforce

3: Financial Services Cloud User Guide - Salesforce

4: Einstein for Financial Services Cloud - Salesforce

5: Financial Services Cloud Integration Guide - Salesforce

6: Sales Cloud Overview - Salesforce

7: Education Data Architecture Overview - Salesforce

### QUESTION 83

The School of Engineering is interested in a Salesforce email marketing tool that scores email activity from campaigns and mass communications, as well as individual emails sent from recruiters. Recruiters want the flexibility to send emails from their Outlook account or from Salesforce. The marketing director wants recruiters to use branded email templates.

Which solution should the consultant recommend?

A. Email Studio and Salesforce Inbox

B. Account Engagement and Salesforce Engage

C. Account Engagement and Salesforce Inbox

**Correct Answer: A**

**Section:**

**Explanation:**

Email Studio is a Salesforce email marketing tool that allows users to create, send, and track personalized email campaigns and mass communications<sup>1</sup>. Email Studio also provides features such as email scoring, which measures the engagement level of each email recipient based on their actions, such as opening, clicking, or unsubscribing<sup>2</sup>. Salesforce Inbox is a Salesforce tool that integrates email applications such as Outlook with Salesforce, allowing users to access CRM data and features from their email inbox<sup>3</sup>. Salesforce Inbox also enables users to send emails from their Outlook account or from Salesforce using branded email templates<sup>4</sup>.

Account Engagement is a Salesforce tool that provides insights and recommendations for sales reps to engage with their accounts based on AI analysis of email activity, web activity, and CRM data<sup>5</sup>. However, Account Engagement is not an email marketing tool that can score email activity from campaigns and mass communications. Salesforce Engage is a Salesforce tool that allows users to create personalized email campaigns using Marketing Cloud templates and track the responses in real time<sup>6</sup>. However, Salesforce Engage does not integrate with Outlook or allow users to send emails from their email inbox.

1: Email Studio Overview - Salesforce

2: Email Scoring Basics - Salesforce

3: Salesforce Inbox Overview - Salesforce

4: Use Email Templates in Inbox - Salesforce

5: Account Engagement Overview - Salesforce

6: Engage Campaigns Overview - Salesforce

### QUESTION 84

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

Which solution should the consultant recommend to meet the requirement?

- A. Marketing Cloud
- B. App on the AppExchange
- C. Education Data Architecture

**Correct Answer: B**

**Section:**

**Explanation:**

The K-12 Architecture Kit does not have a native feature to send SMS messages to parents. However, there are several apps on the AppExchange that can provide this functionality, such as Mogli SMS1, SMS Magic, or Twilio for Salesforce. These apps can integrate with Salesforce and allow users to send and receive SMS messages from within the platform. The consultant should recommend the school to explore the available apps on the AppExchange and choose the one that best suits their needs and budget.

Marketing Cloud is a Salesforce solution that provides digital marketing tools, such as email, mobile, social, and web. Marketing Cloud can also send SMS messages to contacts, but it is a more complex and expensive solution than an app on the AppExchange. Marketing Cloud may not be necessary for the school's requirement of sending simple SMS messages to parents. Education Data Architecture (EDA) is a Salesforce solution that provides a flexible data architecture for educational institutions. EDA does not have a native feature to send SMS messages either.

1: 7 obstacles & text messaging solutions for K-12 school ... - Mogli1

: SMS-Magic Converse Text Messaging - AppExchange

: Twilio for Salesforce - AppExchange

: Marketing Cloud Overview - Salesforce

: Education Data Architecture Overview - Salesforce

#### QUESTION 85

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



**Correct Answer: A**

**Section:**

**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.

Reference:

[https://trailhead.salesforce.com/en/content/learn/modules/api\\_basics/api\\_basics\\_data](https://trailhead.salesforce.com/en/content/learn/modules/api_basics/api_basics_data)

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

#### QUESTION 86

An institution wants to consolidate efforts to track online engagement for its annual Giving Day on Facebook, Twitter, and Instagram.

Which solution meets this requirement?

- A. Campaign Influence
- B. Salesforce Inbox
- C. Marketing Cloud

**Correct Answer: C**

**Section:****Explanation:**

The consultant should recommend Marketing Cloud as a solution to meet the requirement of consolidating efforts to track online engagement for its annual Giving Day on Facebook, Twitter, and Instagram for the institution. Marketing Cloud is a product that allows users to create and manage personalized and targeted marketing campaigns for customers or prospects. Marketing Cloud can help the institution consolidate efforts to track online engagement for its annual Giving Day on Facebook, Twitter, and Instagram by using features such as Social Studio, Social Listening, or Social Analytics. Campaign Influence, Salesforce Inbox, or Pardot are not solutions that can meet the requirement of consolidating efforts to track online engagement for its annual Giving Day on Facebook, Twitter, and Instagram for the institution.

Reference:

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

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

**QUESTION 87**

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

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

**Correct Answer: B**

**Section:****Explanation:**

Data Integration and Analysis:

Data Cloud (formerly known as Salesforce Customer 360 Data Manager) is designed for ingesting, harmonizing, and analyzing data from multiple sources. It provides a centralized platform to manage batch data from Education Cloud and other systems.

Capabilities of Data Cloud:

Data Ingestion: Ability to import data from various sources including Education Cloud, ERP systems, and other databases.

Data Harmonization: Standardizes and merges data to create a unified view.

Data Analysis: Offers tools to analyze and visualize the harmonized data for insights.

Implementation Steps:

Enable Data Cloud: Work with Salesforce support to enable Data Cloud for your org.

Configure Data Sources: Set up connections to the various data sources.

Define Data Models: Create data models to harmonize data from different systems.

Setup Data Integration: Configure data integration processes to regularly ingest and update data.

Analyze Data: Use Data Cloud's analytics tools to generate insights from the unified data.

Salesforce Documentation: [Salesforce Data Cloud](#)

**QUESTION 88**

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

What should the consultant discuss with the client?

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

**Correct Answer: B**

**Section:****Explanation:**

Understanding Licensing Requirements:

Full-time recruitment staff need access to Opportunity and Campaign Member objects, which are part of core Salesforce functionalities. Salesforce Platform licenses have limitations on access to certain standard objects such as Opportunities and Campaigns, which are essential for the recruitment use case.

Business Use Case for Full Salesforce License:

Opportunity Management: Recruitment staff need to manage opportunities related to student admissions and engagement.

Campaign Management: Access to Campaign Members allows recruitment staff to track and manage student participation in various recruitment campaigns.

Advanced CRM Functionalities: Full Salesforce licenses provide access to all Salesforce CRM capabilities, which are necessary for comprehensive recruitment operations.

Cost Considerations:

While full Salesforce licenses are more expensive than platform licenses, they provide the necessary functionality without limitations. Discuss potential volume discounts or bundling options with Salesforce to mitigate costs.

Implementation Steps:

License Assignment: Ensure that full Salesforce licenses are assigned to recruitment staff.

Training: Provide training to recruitment staff on how to effectively use Opportunities and Campaign Members.

Customization: Customize Salesforce to meet specific recruitment needs, leveraging Opportunities and Campaign functionalities.

Salesforce Licensing Guide: Salesforce Licenses

#### QUESTION 89

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

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

**Correct Answer: B**

**Section:**

**Explanation:**

Configuring Availability for Appointments:

The Benefit Schedule object is used in Education Cloud to manage availability for scheduling appointments.

This allows the institution to set up availability slots that students can book directly through a portal.

Setting Up Benefit Schedule:

Navigate to Setup: Go to the Salesforce Setup menu.

Create Benefit Schedules: Define the availability slots for counselors by creating Benefit Schedules.

Assign Benefit Schedules: Link these schedules to the respective counselors.

Integration with Portals:

Ensure that the portal used by students is configured to display available slots from the Benefit Schedule object.

Students can then book appointments directly based on the availability set in the Benefit Schedules.

Training and Adoption:

Provide training to counselors on managing their availability through Benefit Schedules.

Ensure students are aware of how to book appointments through the portal.

Salesforce Education Cloud Documentation: Benefit Schedule

#### QUESTION 90

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

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



**Correct Answer: B**

**Section:**

**Explanation:**

Understanding Student Advising Reasons:

The Appointment Topic field in advising appointments captures the reasons students schedule these appointments.

This field provides insights into the common topics and concerns addressed during advising sessions.

Reporting on Appointment Topics:

Create a Report: Go to the Reports tab in Salesforce and create a new report based on the advising appointment object.

Add Fields: Include the Appointment Topic field to capture the reasons for the appointments.

Filter Data: Apply filters to include relevant appointment records.

Analyze Results: Use the report to analyze and summarize the most common reasons for advising appointments.

Steps to Create the Report:

Navigate to Reports: Log in to Salesforce and go to the Reports tab.

Create New Report: Select the appropriate report type for advising appointments.

Add Fields: Include the Appointment Topic field.

Run and Save Report: Run the report to view the data and save it for future reference.

Salesforce Documentation: [Creating Reports and Dashboards](#)

