



# **Salesforce**

## **Exam Questions Education-Cloud-Consultant**

Salesforce Certified Education Cloud Consultant Exam

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#### NEW QUESTION 1

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

Which step should the consultant recommend?

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

**Answer: B**

#### Explanation:

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

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

#### NEW QUESTION 2

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

Which consideration should the consultant discuss with the institution?

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

**Answer: A**

#### Explanation:

In Education Cloud, data about individual people, such as students, faculty, alumni, and external contacts, are saved on the Account object as Person Accounts. However, when it comes to EDA, Person Accounts are not supported because EDA uses a different account model designed to accommodate the complex relationships and affiliations unique to educational institutions<sup>2</sup>. 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<sup>1</sup>.

#### NEW QUESTION 3

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

What is a standard feature of EDA?

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

**Answer: D**

#### Explanation:

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

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

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

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

#### NEW QUESTION 4

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

What account model should the consultant select?

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

**Answer: B**

#### Explanation:

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

addresses. Standard Account, Household Account, and Administrative Account are not account models that can meet the requirement of associating the residence hall address information to the international student Contact and Account record. References:

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

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

#### NEW QUESTION 5

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

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

**Answer: C**

#### Explanation:

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

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

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

#### NEW QUESTION 6

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

**Answer: D**

#### Explanation:

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

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

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

#### NEW QUESTION 7

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

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

**Answer: C**

#### Explanation:

The consultant should advise that the application form requires OmniStudio as a consideration when using Admissions Connect to process student applications for the Admissions office. OmniStudio is a product that allows users to create and manage digital experiences for customers or constituents. OmniStudio is required to create and customize the application form in Admissions Connect, which is the online form that applicants use to submit their information and documents for admission. The consultant should advise that the application form requires OmniStudio as a consideration when using Admissions Connect to process student applications for the Admissions office by explaining the benefits and challenges of using OmniStudio for creating and customizing the application form, such as flexibility, functionality, or configuration. Admissions Connect requires a third-party app, Experience Cloud is required, or Application Review requires Tableau CRM are not considerations that the consultant should advise when using Admissions Connect to process student applications for the Admissions office. References:

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

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

#### NEW QUESTION 8

A university wants to track the Biology 101 class for next semester. The class will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A. and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility.

Which object in Education Data Architecture (EDA) should a consultant use to meet this requirement?

- A. Course Offering Schedule
- B. Time Block
- C. Program Enrollment

**Answer: A**

#### Explanation:

The consultant should use the Course Offering Schedule object in EDA to meet the requirement of tracking the Biology 101 class for next semester that will be

held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility for the university. The Course Offering Schedule object is an object in EDA that allows users to store information about when and where a course offering is held, such as day of week, start time, end time, or location. The Course Offering Schedule object can help the consultant meet the requirement of tracking the Biology 101 class for next semester that will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility for the university by creating two Course Offering Schedule records for the Biology 101 course offering, one for the lecture sessions and one for the lab sessions, and specifying the day of week, start time, end time, and location for each record. Time Block, Program Enrollment, or Course Connection are not objects in EDA that the consultant should use to meet the requirement of tracking the Biology 101 class for next semester that will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility for the university. References:  
? <https://powerofus.force.com/s/article/EDA-Course-Offering-Schedules>  
? <https://powerofus.force.com/s/article/EDA-Course-Offerings>

#### NEW QUESTION 9

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

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

**Answer:** C

#### Explanation:

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

#### NEW QUESTION 10

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

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

**Answer:** A

#### Explanation:

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

#### NEW QUESTION 10

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

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

**Answer:** C

#### Explanation:

Degree visualization is a function that may require a third-party app for Advisor Link. Degree visualization allows advisors and students to see the progress and requirements of a degree program in a graphical way. Advisor Link does not provide this function out of the box, so a third-party app may be needed to achieve it. Success Plans, calendar syncing, and appointment scheduling are functions that are included with Advisor Link and do not require a third-party app. References:  
? <https://www.salesforce.org/advisor-link/>  
? [https://help.salesforce.com/s/articleView?id=sf.eda\\_advisor\\_link\\_features.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.eda_advisor_link_features.htm&type=5)

#### NEW QUESTION 12

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

**Answer:** C



**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. References:

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

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

**NEW QUESTION 14**

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

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

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

**Answer:** CD

**Explanation:**

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

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

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

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

**NEW QUESTION 18**

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

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

**Answer:** B

**Explanation:**

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

References:

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

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

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

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

**NEW QUESTION 21**

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.

**Answer:** D

**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. References:

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

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

#### NEW QUESTION 22

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

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

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

**Answer: B**

#### Explanation:

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

? [https://help.salesforce.com/s/articleView?id=sf.data\\_loader\\_match\\_record.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_loader_match_record.htm&type=5)

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

#### NEW QUESTION 23

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

Which Salesforce environment strategy should the consultant recommend?

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

**Answer: A**

#### Explanation:

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

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

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

#### NEW QUESTION 27

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

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

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

**Answer: A**

#### Explanation:

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

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

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

#### NEW QUESTION 32

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)

**Answer:** C

**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. References:

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

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

**NEW QUESTION 33**

A high school recently implemented the K-12 Architecture Kit and wants to track student absences from class and midyear grades.

Which two objects should the consultant use to address these requirements? Choose 2 answers.

- A. Behavior Involvement
- B. Program Enrollment
- C. Term Grade
- D. Attendance Event

**Answer:** CD

**Explanation:**

Term Grade and Attendance Event are two objects that the consultant should use to address the requirements of tracking student absences from class and midyear grades. Term Grade is an object that stores the grades that a student receives for a course offering in a specific term. Attendance Event is an object that stores information about a student's attendance or absence for a course offering or a course connection. Behavior Involvement and Program Enrollment are not objects that can track student absences from class and midyear grades. References:

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

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

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

**NEW QUESTION 38**

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

What should the consultant recommend?

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

**Answer:** C

**Explanation:**

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

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

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

**NEW QUESTION 39**

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

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

**Answer:** B

**Explanation:**

A Salesforce system admin is a role that should participate in the Salesforce Center of Excellence (COE) for the business school that will implement Salesforce for its MBA recruitment and admissions. A Salesforce system admin is a person who configures, maintains, and supports the Salesforce platform, ensuring that it meets the needs and requirements of the users and stakeholders. A Salesforce system admin is also responsible for managing user access, security, data quality, reports, dashboards, workflows, and 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.

**NEW QUESTION 43**

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

Which action should the consultant recommend instead?



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

**Answer:** A

**Explanation:**

The action that the consultant should recommend instead of mapping prospects and students?? employers to the standard Account field in Salesforce is A. Populate the employer Affiliation record in the Primary Business Organization field<sup>1</sup>. This is because EDA uses a different account model than the standard Salesforce account model, which allows for more flexibility and scalability in capturing the complex relationships and affiliations that exist in the education sector<sup>2</sup>. In EDA, an Account can represent different types of entities, such as an individual person, a household, an educational institution, an organization, or a course offering. Each Account can have a record type that defines its attributes and behavior. EDA also provides two custom objects, Relationship and Affiliation, that allow for creating connections between Accounts and Contacts. A Relationship is a connection between two Contacts, such as a parent-child or a mentor-mentee relationship. An Affiliation is a connection between a Contact and an Account, such as a student??s enrollment in a course offering, or an employee??s association with an organization<sup>2</sup>.

By using the Affiliation object, the system admin can link prospects and students to their employers, which are represented by Accounts with the Organization record type. The system admin can also specify which Affiliation is the primary one for each Contact, by populating the Primary Business Organization field on the Contact record. This field is a lookup to the Affiliation object, and it allows for displaying the employer??s name and other information on the Contact page layout. By using this approach, the system admin can avoid creating duplicate or unnecessary Accounts, and can leverage the EDA data model to capture the full network of prospects and students<sup>1</sup>.

\* B. Select Administrative as the Default Account Model in EDA Settings and C. Select Organization as the Default Account Model in EDA Settings are not valid actions for this scenario. The Default Account Model in EDA Settings is a setting that determines how EDA creates Accounts for new Contacts that are created in Salesforce. The Administrative Account Model creates one Account per Contact, and assigns the same name to both records. The Household Account Model creates one Account per household, and assigns a household name to the Account. The Organization Account Model creates one Account per organization, and assigns an organization name to the Account. However, these settings do not affect how EDA maps prospects and students?? employers to the standard Account field in Salesforce, as they only apply to new Contacts and Accounts that are created in EDA<sup>3</sup>.

**NEW QUESTION 45**

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

Which communication example should a consultant recommend?

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

**Answer:** A

**Explanation:**

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

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

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

**NEW QUESTION 50**

International Programs wants to track the emergency contacts for students who are studying abroad.

Which functionality should a consultant implement to meet this requirement?

- A. Relationships
- B. Household Accounts
- C. Affiliations
- D. Success Teams

**Answer:** A

**Explanation:**

Relationships is a functionality that the consultant can implement to meet the requirement of tracking the emergency contacts for students who are studying abroad. Relationships is a feature that allows the consultant to create and manage connections between Contacts in EDA. Relationships can be used to track various types of connections, such as family, friends, mentors, or emergency contacts. The consultant can create a custom Relationship Type for emergency contacts and associate it with the students who are studying abroad. Household Accounts, Affiliations, and Success Teams are not functionalities that can track the emergency contacts for students who are studying abroad. References:

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

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

**NEW QUESTION 52**

A university plans to use a sandbox for staff training. Since sandbox environments contain personal information, the university needs a solution that will keep sensitive information anonymous.

What should the consultant recommend to ensure that student information remains private?

- A. Salesforce Data Mask
- B. Formula Fields
- C. Event Monitoring
- D. Salesforce Shield

**Answer:** A

**Explanation:**

Salesforce Data Mask is a solution that the consultant can recommend to ensure that student information remains private in a sandbox environment. Salesforce Data Mask allows the consultant to anonymize or delete sensitive data in a sandbox, such as names, emails, phone numbers, and addresses. Salesforce Data Mask also preserves the data relationships and functionality, so the sandbox can still be used for staff training. Formula Fields, Event Monitoring, and Salesforce Shield are not solutions that can keep sensitive information anonymous in a sandbox. References:

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

? <https://www.salesforce.com/products/platform/features/data-mask/>

**NEW QUESTION 55**

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

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

**Answer:** A

**Explanation:**

A third-party app is the best option for syncing student appointments with the faculty advisors' Google accounts. Student Success Hub does not have a native calendar integration tool that can sync with Google Calendar<sup>5</sup>. Salesforce Scheduler is a tool that allows customers to schedule appointments with service providers, but it does not integrate with Google Calendar either<sup>6</sup>. Einstein Activity Capture is a tool that syncs emails and events between Salesforce and Gmail or Microsoft Exchange, but it does not work with Student Success Hub appointments<sup>7</sup>. Therefore, a third-party app that can connect Student Success Hub and Google Calendar is the most suitable solution. References:

? 5: Manage Calendar Sync (Support Staff) - Salesforce<sup>8</sup>

? 6: Salesforce Scheduler Implementation Guide - Salesforce<sup>9</sup>

? 7: Einstein Activity Capture Implementation Guide - Salesforce

**NEW QUESTION 56**

A consultant is working with a customer who already uses Salesforce and wants to enable Education Cloud. The consultant has confirmed that Education Cloud can work in the customer's existing environment.

Starting in a sandbox, which location should the consultant visit to enable Education Cloud in the existing environment?

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

**Answer:** B

**Explanation:**

? Enabling Education Cloud in Existing Environment:

? Steps to Enable Education Cloud:

? Verification: References:

? Salesforce Help: Enable Education Cloud

**NEW QUESTION 59**

A college is interested in a Salesforce.org Open Source Common project they read about on the Power of Us Hub. The college wants to know the benefits of an open source solution supported by the Open Source Commons.

What is one benefit of Open Source Common Projects the consultant can share with the college?

Choose 1 answer.

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

**Answer:** C

**Explanation:**

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

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

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

**NEW QUESTION 63**

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

Which solution should the consultant recommend to meet the requirement?

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

**Answer:** B

**Explanation:**

The K-12 Architecture Kit does not have a native feature to send SMS messages to parents. However, there are several apps on the AppExchange that can provide this functionality, such as Mogli SMS<sup>1</sup>, SMS Magic, or Twilio for Salesforce. These apps can integrate with Salesforce and allow users to send and receive

SMS messages from within the platform. The consultant should recommend the school to explore the available apps on the AppExchange and choose the one that best suits their needs and budget.

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

References:

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

? : SMS-Magic Converse Text Messaging - AppExchange

? : Twilio for Salesforce - AppExchange

? : Marketing Cloud Overview - Salesforce

? : Education Data Architecture Overview - Salesforce

#### NEW QUESTION 65

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

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

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

**Answer:** A

#### Explanation:

? Using OmniStudio FlexCard:

? Applying Validation Rule:

? Steps to Implement:

? Testing: References:

? Salesforce OmniStudio Documentation: Creating FlexCards

? Salesforce Help: Validation Rules

#### NEW QUESTION 70

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

Which objects should the consultant use?

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

**Answer:** B

#### Explanation:

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

#### NEW QUESTION 73

A university plans to implement Advisor Link for approximately 90,000 students. The university needs to populate data from the student information system (SIS) to Salesforce. The data exported from SIS needs to be automatically modified to correspond to values in Salesforce.

Which integration approach should the consultant recommend?

- A. Lightning Connect
- B. Salesforce Data Import Wizard
- C. ETL tool
- D. Salesforce Data Loader

**Answer:** C

#### Explanation:

An ETL tool is an integration approach that the consultant should recommend to populate data from the SIS to Salesforce, and automatically modify the data to correspond to values in Salesforce. An ETL tool is a software application that can extract, transform, and load data from one system to another. An ETL tool can perform data transformations such as mapping, filtering, sorting, and aggregating, to ensure that the data from the SIS matches the values in Salesforce. Lightning Connect, Salesforce Data Import Wizard, and Salesforce Data Loader are not integration approaches that can automatically modify the data to correspond to values in Salesforce. References:

? [https://developer.salesforce.com/docs/atlas.en-us.integration\\_patterns\\_and\\_practices.meta/integration\\_patterns\\_and\\_practices/integ\\_pat\\_what\\_is\\_etl.htm](https://developer.salesforce.com/docs/atlas.en-us.integration_patterns_and_practices.meta/integration_patterns_and_practices/integ_pat_what_is_etl.htm)

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

#### NEW QUESTION 78

Recruitment Staff want to use their university login when accessing Salesforce.

Which identity management feature should the consultant use?

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

**Answer:** D

**Explanation:**

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

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

? [https://trailhead.salesforce.com/en/content/learn/modules/identity\\_basics/identity\\_basics\\_sso](https://trailhead.salesforce.com/en/content/learn/modules/identity_basics/identity_basics_sso)

**NEW QUESTION 79**

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

Which default account model should the consultant recommend?

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

**Answer:** B

**Explanation:**

The Household Account Model in EDA creates one account for each household and associates multiple contacts with that account. This model is suitable for tracking students' families and communicating with the parents on issues. The Household Account Model also provides features such as automatic household naming, address management, and rollup fields. The consultant should recommend this model for the primary school that will implement Student Success Hub. References: [Salesforce Education Cloud Academy: Consultant Fundamentals], [EDA Account Models]

**NEW QUESTION 81**

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

What should the consultant recommend?

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

**Answer:** C

**Explanation:**

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

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

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

**NEW QUESTION 82**

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

Which step should the consultant take to accomplish this?

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

**Answer:** A

**Explanation:**

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

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

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

**NEW QUESTION 85**

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

Which solution should the consultant recommend?

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



**Answer:** A

**Explanation:**

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

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

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

**NEW QUESTION 88**

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

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

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

**Answer:** B

**Explanation:**

A Program Enrollment object in EDA contains summary academic data for a student's registration in an academic program or course of study, such as registration dates, status, credits earned, and GPA<sup>1</sup>. A Course Offering object represents a specific instance of a course that is offered during a term or semester<sup>2</sup>. A Program Plan object defines the requirements and structure of an academic program or course of study<sup>3</sup>. References:

? 1: Education Data Architecture Documentation - Salesforce<sup>1</sup>

? 2: EDA Object Reference - Salesforce<sup>4</sup>

? 3: EDA Object Reference - Salesforce<sup>4</sup>

**NEW QUESTION 93**

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

What is the integration direction between the systems?

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

**Answer:** C

**Explanation:**

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

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

**NEW QUESTION 98**

A school district needs to track special education student grades, attendance, and program enrollments and capture e-signatures from parents and legal guardians.

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

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

**Answer:** BC

**Explanation:**

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

References:

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

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

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

**NEW QUESTION 101**

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

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

**Answer:** A

**Explanation:**

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

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

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

**NEW QUESTION 104**

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

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

Which critical factor should the consultant identify?

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

**Answer:** A

**Explanation:**

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

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

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

**NEW QUESTION 109**

The Advancement team at a large university needs a solution for digitization volunteer events. Currently, the team manages volunteer opportunities and shift sign-ups using multiple spreadsheets.

Which solution should a consultant recommend?

- A. Event Monitoring
- B. A third-party app
- C. Process Builder

**Answer:** B

**Explanation:**

A third-party app can provide a solution for managing volunteer events, such as Volunteerforce or HandsOn Connect, which are available on the AppExchange. Event Monitoring is a feature that tracks user activity and performance, not volunteer events. Process Builder is a tool that automates business processes, not event management. References:

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

? [https://help.salesforce.com/s/articleView?id=sf.event\\_monitoring.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.event_monitoring.htm&type=5)

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

**NEW QUESTION 110**

A university needs an email marketing tool that all program staff can use for mass communications. Program staff need to send emails that list missing application items to students. The items are stored on a custom object in Salesforce. It is important that program staff only have access to their own department's marketing materials, leads, prospects, and templates.

Which solution should the consultant recommend?

- A. Salesforce Mass Email
- B. Custom automation with an email alert
- C. Marketing Cloud
- D. Digital Engagement Messaging

**Answer:** C

**Explanation:**

Marketing Cloud is a solution that the consultant can recommend to meet the requirement of providing an email marketing tool that all program staff can use for mass communications, and that can send emails that list missing application items to students. Marketing Cloud is a product that allows users to create and manage personalized and targeted email campaigns for customers or prospects. Marketing Cloud also integrates with Salesforce, so users can leverage their CRM data to segment and customize their email messages. Marketing Cloud also provides features such as Business Units and Roles, which can help control access to data, content, subscribers, reports, and settings for each program staff. Salesforce Mass Email, custom automation with an email alert, and Digital

Engagement Messaging are not solutions that can meet the requirement of providing an email marketing tool that all program staff can use for mass communications, and that can send emails that list missing application items to students. References:

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

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

#### NEW QUESTION 114

A Recruitment department wants to centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp. Which solution set should the consultant recommend?

- A. Service Cloud and Digital Engagement
- B. Education Cloud and Marketing Cloud
- C. Education Cloud and Slack

**Answer: C**

#### Explanation:

? Centralizing Recruitment Efforts: Service Cloud provides a robust platform for managing and automating recruitment processes, including case management, communication tracking, and applicant management.

? Digital Engagement: The Digital Engagement add-on for Service Cloud enables institutions to engage with students through various social channels, including WhatsApp, SMS, and more.

? Solution Set Benefits:

? Implementation Steps:

? Training and Adoption: Provide training to the recruitment team on how to use the new tools and monitor adoption to ensure they leverage the system effectively.

References:

? Salesforce Documentation: Service Cloud

? Salesforce Documentation: Digital Engagement

#### NEW QUESTION 117

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

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

**Answer: D**

#### Explanation:

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

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

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

#### NEW QUESTION 119

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

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

**Answer: B**

#### Explanation:

The Trailblazer Community is a resource that the consultant can recommend for best practices and tips on Salesforce data governance. The Trailblazer Community is an online platform where customers can connect with other Salesforce users, experts, and partners, and share their knowledge and experience. The Trailblazer Community also provides access to groups, events, blogs, webinars, and resources related to various topics, including data governance. The IdeaExchange, the Partner Community, and the AppExchange are not resources that provide best practices and tips on Salesforce data governance. References:

? <https://trailblazer.salesforce.com/>

? [https://trailhead.salesforce.com/en/content/learn/modules/trailblazer\\_community\\_basics](https://trailhead.salesforce.com/en/content/learn/modules/trailblazer_community_basics)

#### NEW QUESTION 123

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

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

**Answer: C**

#### Explanation:

After installing EDA, the consultant needs to make the EDA record types available to profiles that need to access them. This is because EDA comes with several custom record types for standard objects, such as Account, Contact, Course, and Program Enrollment. These record types enable different views and fields for different types of records, such as Household, Student, Faculty, Course Offering, and Program Enrollment. By default, these record types are not assigned to any

profiles, so the consultant needs to manually assign them to the appropriate profiles based on the business requirements and user roles of the university. This will ensure that the users can see and use the EDA record types and fields correctly and efficiently. References: Education Data Architecture Basics, Assign Record Types to Profiles

#### NEW QUESTION 124

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

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

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

**Answer: C**

#### Explanation:

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

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

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

#### NEW QUESTION 129

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

Which step should the consultant take to meet this requirement?

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

**Answer: A**

#### Explanation:

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

#### NEW QUESTION 132

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

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

**Answer: B**

#### Explanation:

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

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

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

#### NEW QUESTION 136

A consultant is working with a university in Spain that will be using the Education Data Architecture (EDA).

Which of these considerations about translating EDA into Spanish should the consultant discuss with the university?

- A. EDA picklist values are restricted to the organization's default language.
- B. EDA picklist values for reciprocal Relationships need to be translated manually.
- C. Spanish is a platform-only language in EDA.

**Answer: B**

#### Explanation:

The consultant should discuss with the university that EDA picklist values for reciprocal Relationships need to be translated manually as a consideration about translating EDA into Spanish when using EDA. Translating EDA into Spanish means changing the language of EDA objects, fields, labels, or values into Spanish. EDA picklist values for reciprocal Relationships need to be translated manually as a consideration about translating EDA into Spanish when using EDA because these picklist values are not automatically translated by Salesforce's Translation Workbench tool and require manual intervention. The consultant should discuss with the university that EDA picklist values for reciprocal Relationships need to be translated manually as a consideration about translating EDA into Spanish when using EDA by explaining how to use custom labels or formula fields to translate these picklist values into Spanish. EDA picklist values are restricted to the



organization's default language or Spanish is a platform-only language in EDA are not considerations about translating EDA into Spanish when using EDA.

References:

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

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

#### NEW QUESTION 138

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

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

**Answer: B**

#### Explanation:

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

References:

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

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

#### NEW QUESTION 142

A college wants to expand its existing Salesforce environment to include adviser Link. Students will need to create and edit appointments with their advisor.

Which two Customer Community licenses can be used with Advisor Link?

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

**Answer: BC**

#### Explanation:

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

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

? [https://help.salesforce.com/s/articleView?id=sf.users\\_license\\_types\\_communities.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.users_license_types_communities.htm&type=5)

#### NEW QUESTION 147

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

Which location should the consultant visit to install EDA in the existing environment?

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

**Answer: C**

#### Explanation:

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

#### NEW QUESTION 150

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

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

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

**Answer: C**

#### Explanation:

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

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

#### NEW QUESTION 155

The Financial Aid department of a college uses Student Success Hub. Students need the ability to schedule an appointment with any financial aid advisor. Which object should the consultant configure in Student Success Hub to meet this requirement?

- A. Advising Pools
- B. Public Groups
- C. EDA Relationships

**Answer:** A

#### Explanation:

The consultant should configure the Advising Pools object in Student Success Hub to meet the requirement of allowing students to schedule an appointment with any financial aid advisor for the Financial Aid department that uses Student Success Hub. The Advising Pools object is an object in Student Success Hub that allows users to create groups of advisors who share a common availability, location, or service. The Advising Pools object can help the Financial Aid department meet the requirement of allowing students to schedule an appointment with any financial aid advisor by creating an Advising Pool record for financial aid advisors and associating it with a Service record for financial aid advising. The consultant can also configure other settings such as availability, location, or capacity for the Advising Pool record. Public Groups, EDA Relationships, or Program Plans are not objects that the consultant should configure in Student Success Hub to meet the requirement of allowing students to schedule an appointment with any financial aid advisor for the Financial Aid department that uses Student Success Hub.

References:

? <https://www.salesforce.org/products/student-success-hub/overview/>  
? <https://powerofus.force.com/s/article/SSHUB-Advising-Pools>

#### NEW QUESTION 160

A college is planning an advancement campaign and wants to create a report using Cross Filters that segments business school alumni by Household who work for Fortune 500?? Which report should the consultant create to meet the requirement?

- A. Contact and Account report
- B. Contact and Affrications report
- C. Contact and Relationships report

**Answer:** A

#### Explanation:

A Contact and Account report can be used to segment business school alumni by Household who work for Fortune 500 companies using Cross Filters. The report can filter Contacts by their Primary Affiliation to the business school and their Household Account Name, and then use a Cross Filter to show Accounts with Account Type equals Fortune 500. A Contact and Affiliations report can show the affiliation details of Contacts, but not their Household information. A Contact and Relationships report can show the relationship details of Contacts, but not their Account Type. References:

? [https://help.salesforce.com/s/articleView?id=sf.reports\\_cross\\_filters.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.reports_cross_filters.htm&type=5)  
? <https://powerofus.force.com/s/article/EDA-Reports>

#### NEW QUESTION 164

A Recruitment department wants to centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp. Which solution should the consultant recommend?

- A. Slack
- B. Admissions Connect
- C. Student Success Bots

**Answer:** B

#### Explanation:

The consultant should recommend Admissions Connect as a solution to centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp for the Recruitment department. Admissions Connect is a product that allows users to manage the entire student recruitment and admissions lifecycle, from prospecting to enrollment. Admissions Connect can help the Recruitment department centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp by using features such as Campaigns, Applications, Application Reviews, or OmniStudio. The consultant can also leverage other tools such as Marketing Cloud or Social Studio to integrate Admissions Connect with social channels like WhatsApp. Slack, Student Success Bots, or Einstein Bots are not solutions that can centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp for the Recruitment department. References:

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

#### NEW QUESTION 169

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

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

**Answer:** D

#### Explanation:

A third-party app is a solution that the consultant can recommend to meet the requirement of offering a seamless experience to students and allowing them to

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

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

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

#### NEW QUESTION 174

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## Relate Links

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