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Question: 1

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 link2.](#)

Question: 2

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

Answer: B

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 partners2.](#)

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: 3

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

What should the consultant do first to assess the situation?

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

Answer: C

Explanation:

The first thing that the consultant should do to assess the situation is to document solution requirements from the groups involved. This will help the consultant understand the current state, pain points, goals, and needs of each group that uses or will use Salesforce, and how they relate to each other. This will also help the consultant determine whether EDA is a suitable solution for all groups, or whether some customization or integration is needed.

Submitting a Salesforce Support case to merge orgs, installing EDA into one of the production environments, and creating a new Salesforce org using EDA as the foundation are not good first steps, because they do not involve gathering requirements from the stakeholders, and they may cause data loss or disruption. 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: 4

A CRM committee for a university has asked a consultant about the major release cadence of

Salesforce.org and Salesforce.com platform enhancements.

When are Salesforce.org releases?

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

Answer: A

Explanation:

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

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

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

Question: 5

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

Answer: C

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

Question: 6

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

What should the consultant recommend to meet the requirement?

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

Answer: B

Explanation:

Nonprofit Success Pack (NPSP) is a solution that the consultant can recommend to meet the requirement of extending EDA org to support fundraising needs. NPSP is built on top of EDA and provides features such as donations management, gift processing, donor engagement, and reporting. Gift Entry Manager, Giving Pages, and Elevate are not solutions that can extend EDA org to support fundraising needs, but rather tools that can work with NPSP to enhance the fundraising experience. Reference: <https://www.salesforce.org/education/education-cloud-for-advancement/> <https://www.salesforce.org/nonprofit/nonprofit-success-pack/>

Question: 7

A customer wants to learn more about Salesforce.org solutions built by the community. What are two resources a consultant can recommend?

Choose 2 answers.

- A. Product Documentation: Is a Pro Bono Project the Right Fit
- B. Power of Us Hub Group: CumulusCI (CCI)
- C. Product Documentation: Get Started with Open Source Commons
- D. Power of Us Hub Group: Open Source Commons & Community Sprints

Answer: B, D

Explanation:

The Power of Us Hub Group: CumulusCI (CCI) and the Power of Us Hub Group: Open Source Commons & Community Sprints are two resources that the consultant can recommend to learn more about Salesforce.org solutions built by the community. CumulusCI is a tool that helps developers build, test, and deploy Salesforce.org solutions using a standardized process. Open Source Commons & Community Sprints are events where community members collaborate on building and improving Salesforce.org solutions. Product Documentation: Is a Pro Bono Project the Right Fit and Product Documentation: Get Started with Open Source Commons are not resources that teach about Salesforce.org solutions built by the community, but rather resources that help customers decide whether to apply for a pro bono project or join the Open Source Commons program. Reference:

<https://powerofus.force.com/s/group/0F980000000CjQOCA0/cumulusci-cci>

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

Question: 8

A consultant needs to migrate information from a university's legacy system and reference the corresponding Education Data Architecture (EDA) objects and fields in Salesforce.

What should the consultant reference to complete this task?

- A. EDA Data Dictionary
- B. Lightning Connect
- C. Data Loader
- D. EDA Settings

Answer: A

Explanation:

The EDA Data Dictionary is a document that provides information about the EDA objects and fields, and how they relate to each other. The consultant can reference this document to map the information from the legacy system to the corresponding EDA objects and fields in Salesforce. The other options are not documents that can help the consultant complete this task. Reference: <https://powerofus.force.com/s/article/EDA-Data-Dictionary>

Question: 9

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.

Reference:

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

Question: 10

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

Which objects should the consultant use?

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

Answer: B

Explanation:

The Case object is used to track student incidents and resolutions in EDA. Cases can be related to Contacts, Accounts, or Affiliations using the standard lookup fields. [Cases can also have Case Comments to capture additional information or communication about the incident1](#). [The Attribute object is used to store additional information about Contacts or Accounts, such as demographics, interests, or preferences3](#). The Case Comment object is a child of the Case object and cannot be used independently.

[1: Education Data Architecture \(EDA\) Data Model 2: Education Cloud Consultant Certification Guide & Tips - Salesforce Ben 3: Attribute Object : Case Comment Object](#)

Question: 11

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

Which objects should the consultant include in the report?

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

Answer: B

Explanation:

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

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

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

Question: 12

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

Which two options are required to use Advisor Link?

Choose 2 answers.

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

Answer: BD

Explanation:

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

Reference:

https://help.salesforce.com/s/articleView?id=sf.eda_advisor_link_requirements.htm&type=5<https://www.salesforce.org/advisor-link/>

Question: 13

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

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

Answer: C

Explanation:

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

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

Question: 14

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. Reference:

<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>

Question: 15

A consultant is enabling Course Connections for the first time in the Education Data Architecture. What should the consultant do first?

- A. Run Course Connections Backfill.
- B. Set up Course Offering Schedule.
- C. Disable Course Enrollments.
- D. Set Record Types for Course Connections.

Answer: D

Explanation:

The first thing that the consultant should do when enabling Course Connections for the first time in EDA is to set record types for Course Connections. Record types allow the consultant to define different types of course connections, such as instructor, student, or teaching assistant. Record types also determine the page layout and picklist values for each type of course connection. Running Course Connections Backfill, setting up Course Offering Schedule, and disabling Course Enrollments are not the first steps to enable Course Connections in EDA. Reference:

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

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

Question: 16

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.

Reference: https://www.salesforce.org/advisor-link/https://help.salesforce.com/s/articleView?id=sf.eda_advisor_link_features.htm&type=5

Question: 17

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

Which Salesforce solution should the consultant recommend?

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

Answer: C

Explanation:

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

https://help.salesforce.com/s/articleView?id=sf.bi_prediction_builder_overview.htm&type=5https://trailhead.salesforce.com/en/content/learn/modules/prediction_builder_basics

Question: 18

A college wants to create a resource for its Center of Excellence (CoE) where users can vote on suggestions and

What should a consultant create to meet the requirement?

- A. Public Group
- B. Success Team
- C. Chatter group
- D. Queue

Answer: C

Explanation:

A Chatter group is what the consultant should create to meet the requirement of creating a resource for the CoE where users can vote on suggestions and collaborate with each other. A Chatter group is a feature that allows users to share ideas, files, polls, and events with a specific set of people. Users can also like and comment on posts, and follow topics and people in a Chatter group. A Public Group, a Success Team, and a Queue are not features that can create a resource for the CoE where users can vote on suggestions and collaborate with each other. Reference: https://help.salesforce.com/s/articleView?id=sf.collab_groups_overview.htm&type=5https://trailhead.salesforce.com/en/content/learn/modules/chatter_basics/chatter_basics_groups

Question: 19

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

What should the consultant use to meet the requirement?

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

Answer: A

Explanation:

A scratch org is a dedicated, short term Salesforce environment that the consultant can use to test the new features they have configured in a version control-based process. A scratch org is a source-driven and disposable deployment of Salesforce code and metadata. A scratch org is fully configurable, allowing the consultant to emulate different Salesforce editions and features. A Developer Edition org, a full sandbox, and a partial copy sandbox are not dedicated, short term Salesforce environments that can be used in a version control-based process. Reference: https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_scratch_orgs.htm<https://trailhead.salesforce.com/en/content/learn/modules/scratch-orgs>

Question: 20

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

Which solution should a consultant recommend?

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

Answer: D

Explanation:

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

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

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

Question: 21

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

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

Answer: B

Explanation:

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

Reference:

https://help.salesforce.com/s/articleView?id=sf.data_skew_ownership.htm&type=5https://developer.salesforce.com/blogs/engineering/2012/04/avoid-account-data-skew-for-peak-performance.html

Question: 22

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.

Reference: <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

Question: 23

The Advancement department wants to extend its Salesforce environment to support event management, including registration pages, ticketing, and agenda-building functionality.

Which solution should the consultant recommend?

- A. App on the AppExchange
- B. Elevate and Giving Pages
- C. Gift Entry Manager
- D. Event Monitoring

Answer: A

Explanation:

An app on the AppExchange is a solution that the consultant can recommend to extend the Salesforce environment to support event management functionality. The AppExchange is a marketplace where customers can find apps that provide additional features and solutions for Salesforce. There are many apps on the AppExchange that offer event management capabilities, such as registration pages, ticketing, and agenda-building. The consultant can help the Advancement department choose an app that meets their needs and budget. Elevate and Giving Pages, Gift Entry Manager, and Event Monitoring are not solutions that can provide event management functionality. Reference:

<https://appexchange.salesforce.com/appxStore?type=App&keyword=event%20management>
<https://www.salesforce.org/blog/event-management-apps-for-nonprofits-and-higher-ed/>

Question: 24

A customer wants to install the Education Data Architecture (EDA) into their existing Salesforce org.

How should the consultant prepare for implementation?

- A. Choose a middleware tool to integrate EDA.
- B. Build applicable API customizations.
- C. Export all existing Salesforce data.

D. Map Salesforce custom objects to EDA objects.

Answer: D

Explanation:

The consultant should map Salesforce custom objects to EDA objects to prepare for installing EDA into an existing Salesforce org. This means identifying which custom objects in the existing org have similar or equivalent functionality as EDA objects, and mapping their fields and relationships accordingly. This will help the consultant determine which custom objects can be replaced by EDA objects, which custom objects need to be integrated with EDA objects, and which custom objects need to be retained as they are. Choosing a middleware tool to integrate EDA, building applicable API customizations, and exporting all existing Salesforce data are not tasks that the consultant should do to prepare for installing EDA. Reference:

<https://powerofus.force.com/s/article/EDA-Migrate> https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_Migration_Guide.pdf

Question: 25

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

What should the consultant discuss first with the school?

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

Answer: D

Explanation:

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

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

Question: 26

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

Which solution should the consultant recommend?

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

Answer: D

Explanation:

Salesforce Inbox is a solution that the consultant can recommend to enhance the email functionality for recruiters. Salesforce Inbox allows recruiters to see when a student has opened an email or clicked on a link, using email tracking features. Salesforce Inbox also allows recruiters to insert time slots directly from their calendar into an email and allow students to choose the meeting time, using meeting scheduling features. Gmail Integration, custom automation, and Einstein Activity Capture are not solutions that can provide the email functionality that recruiters want. Reference: <https://www.salesforce.com/products/sales-cloud/features/salesforce-inbox/>
https://help.salesforce.com/s/articleView?id=sf.inbox_overview.htm&type=5

Question: 27

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.

Reference:

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

Question: 28

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

Which solution should the consultant recommend to meet the requirement?

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

Answer: C

Explanation:

Accounting Subledger is a solution that the consultant can recommend to align pledges and donations captured in Salesforce with GEM with the institution's finance system. Accounting Subledger allows the institution to create accounting-ready data from Salesforce and export it to their finance system. Accounting Subledger also provides reports and dashboards that show the reconciliation status and discrepancies between Salesforce and the finance system. Using the Bulk API, using Salesforce Connect, and installing Outbound Fund Module are not solutions that can align pledges and donations captured in Salesforce with GEM with the institution's finance system. Reference: <https://www.salesforce.org/nonprofit/accounting-subledger/>
<https://www.salesforce.org/wp-content/uploads/2020/08/Accounting-Subledger-Data-Sheet.pdf>

Question: 29

The Dean of the Business school has a dashboard that displays the application yield by program, geographic distribution of applicants, and recruitment pipeline. The Dean wants the same reports for program directors. Sharing settings have been configured so program directors can only see recruitment and application information for their own program.

How can the consultant meet the business requirement?

- A. Check the Let Dashboard Viewers Choose Whom They View the Dashboard As on the Dean's dashboard.
- B. Set View Dashboard As to the Dean and share it with program directors.
- C. Add a dashboard filter to the Dean's dashboard and save it to All Folders.
- D. Set View Dashboard As to the dashboard viewer and share it with program directors.

Answer: D

Explanation:

The consultant can meet the business requirement by setting View Dashboard As to the dashboard viewer and sharing it with program directors. This will allow the program directors to see the same

reports as the Dean, but filtered by their own program, based on the sharing settings. Checking the Let Dashboard Viewers Choose Whom They View the Dashboard As on the Dean's dashboard, setting View Dashboard As to the Dean and sharing it with program directors, and adding a dashboard filter to the Dean's dashboard and saving it to All Folders are not options that can meet the business requirement. Reference: https://help.salesforce.com/s/articleView?id=sf.dashboards_running_user.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.dashboards_dynamic_filters.htm&type=5

Question: 30

Career Services uses a separate event management system for its employment events' attendance and

registration, and Marketing

Cloud to promote the event. It wants to integrate student data in Salesforce to identify engaged prospects by matching them with event attendance, career interest, and credit completion toward an academic major. Which integration direction should the consultant recommend?

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

Answer: C

Explanation:

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

Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5<https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-connect>

Question: 31

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](#)

Question: 32

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. Reference: https://help.salesforce.com/s/articleView?id=sf.data_mask.htm&type=5https://www.salesforce.com/products/platform/features/data-mask/

Question: 33

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

Question: 34

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

What should the consultant recommend to meet this requirement?

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

Answer: A

Explanation:

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

https://help.salesforce.com/s/articleView?id=sf.campaigns_influence.htm&type=5<https://trailhead.salesforce.com/en/content/learn/modules/campaign-basics/campaign-basics-influence>

Question: 35

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

Question: 36

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. Reference: 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>

Question: 37

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. Reference: <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>

Question: 38

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

What are two key objects used with EDA?

Choose 2 answers.

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

Answer: B D

Explanation:

Affiliation and Attribute are two key objects used with EDA. Affiliation is an object that represents a relationship between a Contact and an Account or another Contact. Affiliation can be used to track various types of relationships, such as student, faculty, staff, alumni, donor, or advisor. Attribute is an object that stores additional information about a Contact or an Applicant that is not captured by other EDA objects. Attribute can be used to track various types of information, such as test scores, languages, hobbies, certifications, and documents. Opportunity and Account are not key objects specific to EDA, but rather standard Salesforce objects. Reference:

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

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

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

Question: 39

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. Reference:

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

Question: 40

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

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

Answer: D

Explanation:

The impact of creating a Contact without a parent Account is that Contacts are public to all users, potentially sharing sensitive data. This is because Contacts without a parent Account are considered as private contacts, and they do not follow the sharing rules of the Account object. Private contacts

are visible to all users in the same role or above, regardless of the Contact owner or the organizationwide 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_sharing_considerations.htm&type=5

Question: 41

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

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

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

Answer: B

Explanation:

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

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

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

Question: 42

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

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

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

Answer: B

Explanation:

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

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

https://trailhead.salesforce.com/en/content/learn/modules/community_rollout_impl/community_rollout_impl_basics

Question: 43

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

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. Reference:

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

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

Question: 44

The Alumni Relations office wants to respond to posts by alumni on variety of Channels, including Instagram, Twitter, and Facebook.

Which solution should the office consider?

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

Answer: C

Explanation:

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

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

https://trailhead.salesforce.com/en/content/learn/modules/social_studio_basics

Question: 45

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

https://trailhead.salesforce.com/en/content/learn/modules/trailblazer_community_basics

Question: 46

A university is migrating its legacy system to Salesforce Education Data Architecture (EDA) environment. The existing system groups students by colleges within the university. The system admin has selected the Educational Institution record type in the EDA Default Account Model in EDA setting.

Which consideration should the consultant discuss with the university?

- A. The recommended default Account record is the Administrative Account record type.
- B. A new Program Enrollment record will automatically be created when a new Contact is created.
- C. Multiple address management can only be enabled for the House Account record type.
- D. Contact are private only to Administrative Account record type.

Answer: C

Explanation:

The consultant should discuss with the university that the recommended default Account record is the Administrative Account record type, not the Educational Institution record type. The Administrative Account record type is used to group Contacts that are related to an educational institution, such as students, faculty, staff, and alumni. The Educational Institution record type is used to represent another educational institution that is not the primary one, such as a high school or a partner school. The system admin should select the Administrative Account record type in the EDA Default Account Model in EDA Settings to group students by colleges within the university.

The other options are not considerations that the consultant should discuss with the university. Reference:

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

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

Question: 47

An Admissions office wants to digitize and automate transcript requests. Currently, applicants, must follow a set of manual steps they could be more user friendly. The Admissions office wants a declaratively configured, public facing form that creates data in Salesforce.

Which solution should the consultant recommend to meet the requirement?

- A. Email-to-case
- B. Process Builder
- C. Salesforce Files
- D. App on the AppExchange

Answer: D

Explanation:

An app on the AppExchange is a solution that the consultant can recommend to meet the requirement of creating a declaratively configured, public facing form that creates data in Salesforce. 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 form building capabilities, such as creating web forms, surveys, or quizzes, and capturing data from them in Salesforce. The consultant can help the Admissions office choose an app that meets their needs and budget. Email-to-case, Process Builder, and Salesforce Files are not solutions that can create a declaratively configured, public facing form that creates data in Salesforce. Reference:

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

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

Question: 48

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. Reference:

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

Question: 49

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

What should the consultant discuss with the client?

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

Answer: D

Explanation:

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

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_license

Question: 50

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.

Answer: B

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-](https://www.salesforce.org/wp-content/uploads/2020/08/WorkDotCom-for-Schools.pdf)

[Schools.pdfhttps://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000FMkZCUA1](https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000FMkZCUA1)

Question: 51

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

Answer: D

Explanation:

An app on the AppExchange is a solution that the consultant can recommend to meet the requirement of sending SMS messages to parents. An app on the AppExchange is an application that provides additional features and solutions for Salesforce. There are many apps on the AppExchange that offer SMS messaging capabilities, such as sending and receiving text messages, automating SMS campaigns, and tracking SMS analytics. The consultant can help the elementary school choose an

app that meets their needs and budget. Pardot, Social Studio, and Education Data Architecture are not solutions that can send SMS messages to parents. Reference:

<https://appexchange.salesforce.com/appxStore?type=App&keyword=sms>
https://trailhead.salesforce.com/en/content/learn/modules/appexchange_basics

Question: 52

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

Which reporting solution should the consultant recommend?

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

Answer: D

Explanation:

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

https://help.salesforce.com/s/articleView?id=sf.einstein_sales_oppty_scoring.htm&type=5https://trailhead.salesforce.com/en/content/learn/modules/einstein_sales/einstein_sales_opportunity_scoring

Question: 53

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.

Answer: B

Explanation:

The consultant should recommend the school to build a Center of Excellence, because this can ensure that the expansion of their Salesforce environment is efficient, scalable, and will meet the needs of new and existing users. A Center of Excellence is a team or a group of teams that provide leadership, best practices, governance, and support for Salesforce within an organization. A Center of Excellence can help the school align their Salesforce strategy with their business goals, manage change and adoption, optimize performance and security, and foster innovation and

collaboration. Creating a Trailmix for new users, granting System Admin access for each department leader, and encouraging users to post ideas on Chatter are not recommendations that can ensure that the expansion of the Salesforce environment is efficient, scalable, and will meet the needs of new and existing users. Reference: 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: 54

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. Reference:

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

Question: 55

A university Advancement office wants to track school historical data for tagged outreach and donation opportunities.

Which Education Data Architecture functionality should the consultant recommend?

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

Answer: A

Explanation:

Education History is an EDA functionality that the consultant can recommend to track school historical data for tagged outreach and donation opportunities. Education History is a feature that allows the consultant to store information about a Contact's previous or current education at an educational institution. Education History can be

used to track various types of information, such as school name, degree, major, minor, class year, or sports team. The consultant can use Education History to segment and target alumni based on their school historical data. Program Plan, Attribute, and Relationship are not EDA functionalities that can track school historical data for tagged outreach and donation opportunities. Reference: <https://powerofus.force.com/s/article/EDA-Education-History> <https://powerofus.force.com/s/article/EDA-Education-History-Create>

Question: 56

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.

Answer: B

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 load1](#). 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 verified2](#).

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 data2](#). 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 integrity3](#).

Question: 57

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

Answer: B

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: 58

The Alumni Association is interested in using Education Cloud to support its operations. The association track alumni interested board networking activities, and manages fundraising. Which two Education Cloud considerations should the consultant discuss with the Association? Choose 2 answers.

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

Answer: AD

Explanation:

The consultant should discuss with the Association how they can configure Relationships to track alumni connections, and leverage a third-party app to support event management, as two Education Cloud considerations. Relationships is a feature that allows the Association to create and manage connections between Contacts in EDA. Relationships can be used to track various types of connections, such as family, friends, mentors, or board members. A third-party app is an application that provides additional features and solutions for Salesforce. There are many third-party apps on the AppExchange that offer event management capabilities, such as registration pages, ticketing, and agenda-building. The consultant can help the Association choose an app that meets their needs and

budget. Using Grants Management to track alumni scholarships, or installing Insights Platform to understand alumni data, are not Education Cloud considerations that the consultant should discuss with the Association.

Reference:

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

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

Question: 59

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

Question: 60

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. 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

Question: 61

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

What should the consultant recommend to meet the requirement?

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

Answer: C

Explanation:

Appointment Scheduling is a solution that the consultant can recommend to meet the requirement of providing career advice to current students and alumni via phone, email, or face-to-face. Appointment Scheduling is a feature that allows users to create and manage appointments with customers or clients from Salesforce. Appointment Scheduling can be used to offer different types of services, such as career advice, tutoring, or counseling. Appointment Scheduling also integrates with calendars, email notifications, and reports. Success Teams, Queue Management, and Assignment Rules are not solutions that can meet the requirement of providing career advice to current students and alumni via phone, email, or face-to-face. Reference:

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: 62

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.

Reference:

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: 63

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.

Reference:

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

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

Question: 64

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

Which solution should the consultant recommend?

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

Answer: B

Explanation:

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

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

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

Question: 65

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: C, D

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

Question: 66

The Advancement office wants to replace its legacy system with Salesforce and has hired a consultant to help build a CRM strategy.

Which recommendation should the consultant make to meet this requirement?

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

Answer: C

Explanation:

A CRM strategy is a plan that outlines how an organization will use Salesforce to achieve its goals and objectives. A consultant should recommend prioritizing the organization's initiatives as part of the CRM strategy, as this will help align the Salesforce solution with the most important and urgent needs of the Advancement office, such as fundraising, donor engagement, alumni relations, etc. [Prioritizing the initiatives will also help define the scope, timeline, and budget of the project, as well as the key stakeholders, success metrics, and risks 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: 67

An institution has centralized email communications for alumni. Departments across the university should only be able to view their team's content.

What should a consultant recommend to meet this requirement?

- A. Salesforce Data Management Platform
- B. Einstein Account-Based Marketing
- C. Pardot Business Unit
- D. Marketing Cloud Business Unit

Answer: D

Explanation:

Marketing Cloud Business Unit is a solution that the consultant can recommend to meet the requirement of centralizing email communications for alumni and allowing departments across the university to only view their team's content. Marketing Cloud Business Unit is a feature that allows

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

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: 68

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

Answer: C

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=5https://developer.salesforce.com/blogs/engineering/2012/04/avoid-account-data-skew-for-peak-performance.html

Question: 69

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

Answer: B

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=5https://trailhead.salesforce.com/en/content/learn/modules/identity_login/identity_login_mfa

Question: 70

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

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

Answer: D

Explanation:

The consultant should advise the college to use third-party apps that are EDA ready, because this can ensure that any future apps and configurations are compatible and support the Table Driven Trigger Management (TDTM) functionality. EDA ready apps are apps that have been certified by Salesforce.org as compatible with EDA and its features, such as TDTM. TDTM is a feature that allows users to customize the behavior of EDA triggers and disable or enable them as needed. EDA ready apps can help the college extend the capabilities of their existing Salesforce

environment without compromising the functionality or performance of EDA. Using the yaml file from Salesforce.org GitHub, using a Salesforce.org community solution, or using third-party apps that are powered by EDA are not advice that the consultant should give to the college. Reference: <https://powerofus.force.com/s/article/EDA-Certified-Apps> <https://powerofus.force.com/s/article/EDA-TDTM>

Question: 71

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

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

Answer: D

Explanation:

Affiliation is an object in EDA that indicates a student's major or primary course of study. Affiliation is an object that represents a relationship between a Contact and an Account or another Contact. Affiliation can be used to track various types of relationships, such as student, faculty, staff, alumni, donor, or advisor. The consultant can create an Affiliation record for each student and associate it with their major or primary course of study. Education History, Relationship, and Program Plan Requirement are not objects in EDA that indicate a student's major or primary course of study. Reference:

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

Question: 72

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

Which Marketing Cloud product should the consultant recommend?

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

Answer: A

Explanation:

Advertising Studio is a Marketing Cloud product that the consultant can recommend to help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns. Advertising Studio is a product that allows users to create and manage advertising campaigns on various social media platforms, such as Facebook, Instagram, Twitter, or LinkedIn. Advertising Studio also integrates with Marketing Cloud Corporate Edition, so users can leverage their email subscriber data to target and retarget audiences with relevant ads. Social Studio,

Interaction Studio, and Email Studio are not Marketing Cloud products that can help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns.

Question: 73

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. Reference: <https://powerofus.force.com/s/group/0F980000000CjQOCA0/sfdo-open-source-contributors> <https://www.salesforce.org/open-source-commons/>

Question: 74

An Admissions Department is evaluating data analytics tools to help determine the likelihood that accepted students will enroll at its school.

Which solution should the consultant recommend?

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

Answer: D

Explanation:

Einstein Prediction Builder is a solution that the consultant can recommend to help the Admissions Department determine the likelihood that accepted students will enroll at its school. Einstein Prediction Builder is a feature that allows users to create custom predictions based on their Salesforce data, using artificial intelligence. Einstein Prediction Builder can be used to predict various outcomes, such as churn, retention, conversion, or enrollment. The Admissions Department can use Einstein Prediction Builder to create a prediction field on the Opportunity object that indicates the probability of an accepted student enrolling at the school. Advisor Link Pathways, Tableau Prep

Builder, and Einstein Next Best Action are not solutions that can help the Admissions Department determine the likelihood that accepted students will enroll at its school. Reference: https://help.salesforce.com/s/articleView?id=sf.einstein_prediction_builder.htm&type=5https://trailhead.salesforce.com/en/content/learn/modules/einstein_prediction_builder_basics

Question: 75

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. Reference:

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

Question: 76

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

Answer: D

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: 77

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.

Reference:

https://help.salesforce.com/s/articleView?id=sf.accounts_person_behavior.htm&type=5 <https://powerofus.force.com/s/article/EDA-Addresses>

Question: 78

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

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

Answer: D

Explanation:

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

https://help.salesforce.com/s/articleView?id=sf.reports_charts_funnel.htm&type=5https://trailhead.salesforce.com/en/content/learn/modules/reports_dashboards/reports_dashboards_funnel

Question: 79

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.

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

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

Question: 80

A system admin has an idea for a custom solution for their org and thinks it might be useful to others as well. The system admin discusses

it with colleagues from two other schools. They are excited about the system admin's idea and offer to help.

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

- A. Post the idea in the Trailblazer Idea Exchange.
- B. Download and install the project from GitHub.
- C. Ask colleagues to sign a nondisclosure agreement.

D. Join the Open Source Commons & Community Sprints group

Answer: D

Explanation:

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

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

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

Question: 81

A university has a centralized IT team and a committee that oversees data governance and change management. Recruiters want access to Corporate Relations dat

a. Corporate Relations wants access to Executive Education information. The Alumni Relations office wants to work with every department.

Which Salesforce environment strategy should the consultant recommend?

- A. One Salesforce environment for Recruitment and a separate Salesforce environment for the other business units
- B. Separate Salesforce environments for each business unit
- C. One Salesforce environment for all business units
- D. One Salesforce environment for Alumni Relations and a separate Salesforce environment for the other business units

Answer: C

Explanation:

The consultant should recommend one Salesforce environment for all business units as a Salesforce environment strategy for the university. This means that the university will have a single Salesforce org that will support the needs and processes of all the business units, such as Recruitment, Corporate Relations, Executive Education, and Alumni Relations. This can help the university achieve data consistency, visibility, and collaboration across the business units, and leverage the centralized IT team and the data governance and change management committee. The consultant can also help the university implement security and sharing settings to control access and visibility of data for each business unit. Having separate Salesforce environments for each business unit, or for Recruitment or Alumni Relations only, are not Salesforce environment strategies that the consultant should recommend for the university. Reference: https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf<https://trailhead.salesforce.com/en/content/learn/modules/org-setup>

Question: 82

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

Which two solutions should the consultant recommend?

Choose 2 answers

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

Answer: AD

Explanation:

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

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

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

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

Question: 83

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. Reference: https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdfhttps://trailhead.salesforce.com/en/content/learn/modules/change_management/change_management_communicate

Question: 84

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

Which action should the consultant recommend instead?

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

Answer: A

Explanation:

The action that the consultant should recommend instead of mapping prospects and students' employers to the standard Account field in Salesforce is A. [Populate the employer Affiliation record in the Primary Business Organization field1](#). [This is because EDA uses a different account model than the standard Salesforce account model, which allows for more flexibility and scalability in capturing the complex relationships and affiliations that exist in the education sector2](#).

In EDA, an Account can represent different types of entities, such as an individual person, a household, an educational institution, an organization, or a course offering. Each Account can have a record type that defines its attributes and behavior. EDA also provides two custom objects, Relationship and Affiliation, that allow for creating connections between Accounts and Contacts. A

Relationship is a connection between two Contacts, such as a parent-child or a mentor-mentee relationship. [An Affiliation is a connection between a Contact and an Account, such as a student's enrollment in a course offering, or an employee's association with an organization2](#).

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

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

Question: 85

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.

Answer: A

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: 86

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

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

Choose 2 answers

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

Answer: AD

Explanation:

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

in the educational institution. Creating a User record or a Household Account record are not steps to set up a student in Student Success Hub. 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: 87

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. Reference: <https://public.tableau.com/en-us/s/> <https://www.tableau.com/academic/students>

Question: 88

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

Answer: A

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

Question: 89

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

Which consideration should the consultant discuss with the institution?

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

Answer: A

Explanation:

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

Question: 90

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

Answer: BC

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.pdfhttps://trailhead.salesforce.com/en/content/learn/modules/highered_admissions

Question: 91

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.

Answer: D

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: 92

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

Which of these temporary actions should the consultant take before importing the data?

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

Answer: C

Explanation:

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

Disabling sharing rules using TDTM is not a recommended action, because sharing rules are not controlled by TDTM, but by the Salesforce security model. Sharing rules are used to grant additional access to records based on criteria or ownership. [Disabling them may affect the visibility and accessibility of the imported data for the users34](#). Changing the account model to Household is not a necessary action, because the account model is a preference that depends on how the university wants to organize its contacts and accounts. EDA supports both the Administrative and Household account models, and the import file already defines the Account information. [Changing the account model may cause data loss or duplication, and require additional configuration and mapping5](#) .

Question: 93

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. Reference:

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: 94

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

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

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

Answer: B

Explanation:

Opportunity is an object that recruiters should use to track the progress of sponsorship requests. Opportunity is an object that represents a potential sale or revenue source for an organization, such as a donation, grant, or

sponsorship. Opportunity can be used to track various information about a sponsorship request, such as amount, stage, probability, or close date. Campaign, Program Plan, and Affiliation are not objects that recruiters should use to track the progress of sponsorship requests. **Reference:**

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

Question: 95

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

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

Answer: D

Explanation:

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

Question: 96

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. Reference:
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: 97

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 Strategy1](#). 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 satisfaction2](#).

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 tool2](#). 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 Support3](#).

Question: 98

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

Which feature should the consultant use to resolve the issue?

- A. MuleSoft Anypoint Platform

- B. Custom Index
- C. Data Loader error logs
- D. Table-Driven Trigger Management

Answer: B

Explanation:

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

https://help.salesforce.com/s/articleView?id=sf.customize_index.htm&type=5https://developer.salesforce.com/docs/atlas.en-us.salesforce_large_data_volumes_bp.meta/salesforce_large_data_volumes_bp/ldv_deployments_infrastructure_indexes.htm

Question: 99

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. Reference:

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

Question: 100

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

What should the consultant do first to avoid any issues?

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

Answer: A

Explanation:

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

https://help.salesforce.com/s/articleView?id=sf.packaging_overview.htm&type=5https://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: 101

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

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

Answer: C

Explanation:

Case is an object that should be configured for all student and support staff interactions, activities, and assigned support staff. Case is an object that represents a request or an issue that requires

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

https://help.salesforce.com/s/articleView?id=sf.cases_overview.htm&type=5https://trailhead.salesforce.com/en/content/learn/modules/service_basics/service_basics_cases

Question: 102

The Student Services department wants a way for students and advisors to picture academic options more clearly and visualize degree requirements.

Which component should the consultant recommend to meet their needs?

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

Answer: A

Explanation:

Pathways and Plan Requirements are two components that the consultant can recommend to meet the requirement of providing a way for students and advisors to picture academic options more clearly and visualize degree requirements. Pathways is a component that allows users to create and manage academic plans for students, such as majors, minors, or certificates. Pathways can help students and advisors picture academic options more clearly by showing the courses and requirements needed to complete an academic plan. Plan Requirements is a component that allows users to define and group the requirements for an academic plan, such as credits, courses, or electives. Plan Requirements can help students and advisors visualize degree requirements by showing the progress and status of each requirement for an academic plan. Success Plans and Path are not components that can meet the requirement of providing a way for students and advisors to picture academic options more clearly and visualize degree requirements. 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: 103

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

Answer: C

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: 104

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

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

Answer: B

Explanation:

The consultant should use an Opportunity report to meet the business requirement of showing the pipeline of custom programs for the Executive Education department. An Opportunity report is a type of report that shows information about Opportunities, such as amount, stage, probability, or close date. An Opportunity report can help the department director know the pipeline of custom programs by showing the distribution and performance of Opportunities by various criteria, such as program type, account, or owner. Creating a custom report type, setting up an Affiliations report, or configuring a list view are not ways to meet the business requirement of showing the pipeline of custom programs for the Executive Education department. Reference:

https://help.salesforce.com/s/articleView?id=sf.reports_standard_opp.htm&type=5https://trailhead.salesforce.com/en/content/learn/modules/reports_dashboards/reports_dashboards_funnel

Question: 105

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

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

Answer: D

Explanation:

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

Reference: https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdfhttps://trailhead.salesforce.com/en/content/learn/modules/project-management-basics/project-management-basics-raci

Question: 106

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. Reference:

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

https://trailhead.salesforce.com/en/content/learn/modules/community_rollout_impl/community_rollout_impl_introduction

Question: 107

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. Reference: 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: 108

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

Question: 109

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. Reference: <https://github.com/SalesforceFoundation/k12-architecture-kit> <https://powerofus.force.com/s/article/K12-Architecture-Kit>

Question: 110

A law school wants a recruitment and admissions system with a multichannel marketing tool,

Admission officers want an application portal they can brand. Marketers want an integrated social listening tool. Which solution set should the consultant recommend?

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

Answer: C

Explanation:

The consultant should recommend Education Cloud, Experience Cloud, and Marketing Cloud as a solution set to meet the requirement of having a multichannel marketing tool, an application portal they can brand, and an integrated social listening tool for the law school. Education Cloud is a product that provides solutions for higher education institutions to manage their recruitment, admissions, student success, and advancement processes. Experience Cloud is a product that allows users to create and manage digital experiences for customers, partners, or employees on any device or channel. Marketing Cloud is a product that allows users to create and manage personalized and targeted marketing campaigns for customers or prospects. The consultant can help the law school leverage Education Cloud, Experience Cloud, and Marketing Cloud to create a branded application portal, engage with prospects across multiple channels, and monitor social media conversations. Education Cloud, MuleSoft Anypoint Platform, Pardot; Education Cloud, Elevate, Experience Cloud; or Education Cloud, Nonprofit Cloud, Marketing Cloud are not solution sets that can meet the requirement of having a multichannel marketing tool, an application portal they can brand, and an integrated social listening tool for the law school. 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: 111

A university's Advancement office plans to implement the Education Data Architecture to manage its alumni, donors,

and supporters. The university wants to set up a system default that will automatically create a family record when a Contact record is created by staff members.

Which Default Account Model should the consultant recommend?

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

Answer: A

Explanation:

The consultant should recommend Household as the Default Account Model for the university's Advancement office that plans to implement EDA to manage its alumni, donors, and supporters.

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

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

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

Question: 112

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.

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

Question: 113

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

Which solution should a consultant recommend?

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

Answer: C

Explanation:

Salesforce Inbox is a solution that a consultant can recommend to major gift officers who want to send mass emails to constituents in their territories and automate donor prospect prioritization based on engagement and specified criteria. Salesforce Inbox integrates email and calendar with Salesforce, allowing users to track email opens, clicks, and replies, sync events and tasks, and create and update records from their inbox. [Salesforce Inbox also supports Einstein Activity Capture, which automatically logs email and calendar activity to the relevant records in Salesforce, and Einstein Lead Scoring, which assigns a score to each lead based on their profile and behavior](#)². 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](#)³. 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](#)⁴. However, Salesforce Engage is not designed for nonprofit or education use cases, and it requires a Pardot license.

Question: 114

A university is implementing Advisor Link and needs to test the integration with its Student Information System (SIS), and provide training space for advisors. The university needs access to some of the data from the production org for the advisor training.

Which two types of sandboxes meet this use case?

Choose 2 answers

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

Answer: C, D

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

Question: 115

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

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

Answer: B

Explanation:

A Salesforce system admin is a role that should participate in the Salesforce Center of Excellence (COE) for the business school that will implement Salesforce for its MBA recruitment and admissions. A Salesforce system admin is a person who configures, maintains, and supports the Salesforce platform, ensuring that it meets the needs and requirements of the users and stakeholders. [A Salesforce system admin is also responsible for managing user access, security, data quality, reports, dashboards, workflows, and integrations2](#). A Salesforce system admin can provide valuable input and feedback to the COE, as well as execute the tasks and projects assigned by the COE.

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

Question: 116

The Accessible Education office needs to track accommodations made for students disability and accessibility needs.

How should the consultant design the Salesforce environment to meet the requirement?

- A. Use the Behavior Response object.
- B. Leverage the Attribute object.
- C. Configure a custom object.

D. Create custom fields on the Contact object.

Answer: B

Explanation:

The consultant should design the Salesforce environment to meet the requirement of tracking accommodations made for students' disability and accessibility needs by leveraging the Attribute object. The Attribute object is an object in EDA that allows users to store information about a Contact's characteristics, preferences, or needs, such as language, ethnicity, or disability. The consultant can leverage the Attribute object to track accommodations made for students' disability and accessibility needs by creating Attribute records for each student and associating them with their Contact records. Using the Behavior Response object, configuring a custom object, or creating custom fields on the Contact object are not ways to design the Salesforce environment to meet the requirement of tracking accommodations made for students' disability and accessibility needs. **Reference:**

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

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

Question: 117

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. **Reference:**

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

Question: 118

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.

Answer: A

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: 119

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

a. The system admins and CRM team want to avoid unnecessary data storage.

Which data management strategy should the consultant consider?

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

Answer: C

Explanation:

The consultant should consider moving old data out of the CRM into a data warehouse as a data management strategy for the Advancement office that plans to use Salesforce and Marketing Cloud to engage its alumni, donors, and university supporters and wants to retain all contact data and email activity, including Individual Email Result (IER) data, but also wants to avoid unnecessary data storage. Moving old data out of the CRM into a data warehouse means transferring historical or inactive data from Salesforce into another system that can store large amounts of data for analysis or

reporting purposes. Moving old data out of the CRM into a data warehouse can help the Advancement office retain all contact data and email activity, including IER data, but also avoid unnecessary data storage by reducing the amount of data in Salesforce and improving performance and efficiency. Creating a Force.com Query Plan for old

data, using Data Studio to process old data, or using Data Loader to export old data are not data management strategies that can meet the Advancement office's needs. Reference:

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

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

Question: 120

Where can a customer find more information on Salesforce open-source and community sprint information?

- A. [Trust.salesforce.com](https://trust.salesforce.com)
- B. Trailblazer Community
- C. Partner Community

Answer: B

Explanation:

The customer can find more information on Salesforce open-source and community sprint information on Trailblazer Community. Trailblazer Community is a platform that connects Salesforce customers, partners, employees, and enthusiasts to learn, share, and collaborate on Salesforce topics and projects. Trailblazer Community provides information on Salesforce open-source and community sprint events, such as dates, locations, agendas, or registration links. The customer can also join groups, forums, or blogs related to Salesforce open-source and community sprint topics on Trailblazer Community. Trust.salesforce.com, Partner Community, or AppExchange are not platforms where the customer can find more information on Salesforce open-source and community sprint information. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/trailblazer-community-basics> <https://trailblazercommunitygroups.com/sprints/>

Question: 121

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

Which account model should the consultant recommend?

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

Answer: A

Explanation:

The consultant should recommend the Education Data Architecture (EDA) Account Model as the account model for the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. The EDA Account Model is an account model that allows users to store information about individuals or organizations that are related to an educational institution, such as students, parents, faculty, staff, alumni, or donors. The EDA Account Model can help the university system track students both as individuals and as part of a household using features such as Contacts, Accounts, Relationships, or Affiliations. The EDA Account Model can also help the Recruitment and Admissions office track events, the event locations, and the event vendors using features

such as Campaigns or Campaign Members. The Person Account Model and the Standard Account Model are not account models that can meet the requirements of the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. Reference:
<https://powerofus.force.com/s/article/EDA-Accounts> <https://powerofus.force.com/s/article/EDA-Campaigns>

Question: 122

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

Which step should the consultant verify when troubleshooting the issue?

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

Answer: A

Explanation:

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

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

Question: 123

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

- A. Agile
- B. Work Breakdown Structure
- C. Waterfall

Answer: A

Explanation:

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

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

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

Question: 124

An Admissions office is interested in evaluating historical trends of its applicants to get greater insights on its applications yield and melt.

What should the consultant advise?

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

Answer: B

Explanation:

The consultant should advise to use the Admissions Connect Tableau Accelerator to evaluate historical trends of its applicants and get greater insights on its applications yield and melt for the Admissions office. The Admissions Connect Tableau Accelerator is a tool that provides pre-built dashboards and reports for Admissions Connect users to analyze their data and metrics. The Admissions Connect Tableau Accelerator can help the Admissions office evaluate historical trends of its applicants and get greater insights on its applications yield and melt by using features such as

funnel analysis, cohort analysis, or geographic analysis. Leveraging the existing sample reports, creating a custom report type, or using Data Studio to process old data are not ways to evaluate historical trends of its applicants and get greater insights on its applications yield and melt for the Admissions office. Reference:

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

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

Question: 125

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

How should the consultant create this report?

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

Answer: A

Explanation:

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

Reference:

https://help.salesforce.com/s/articleView?id=sf.reports_builder_create_report_type.htm&type=5https://powerofus.force.com/s/article/EDA-Course-Connections

Question: 126

A university has hired a consultant to advise on its technology and data strategy. Which tool should the consultant leverage?

- A. Data Maturity Model
- B. Program Management Module
- C. Insights Platform Data Integrity

Answer: A

Explanation:

The consultant should leverage the Data Maturity Model as a tool to advise on the university's technology and data strategy. The Data Maturity Model is a tool that helps organizations assess their current state of data management and identify areas for improvement and growth. The Data Maturity Model consists of five levels: Ad Hoc, Reactive, Proactive, Managed, and Optimized. The consultant can leverage the Data Maturity Model to advise on the university's technology and data strategy by using features such as surveys, benchmarks, or best practices. Program Management Module, Insights Platform Data Integrity, or Salesforce Advisor Link are not tools that the consultant can leverage to advise on the university's technology and data strategy. Reference: https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf<https://www.salesforce.org/wp-content/uploads/2019/03/Data-Maturity-Model.pdf>

Question: 127

The career center at a university plans to use Student Success Hub and is preparing to import student data. In which order should the data be imported?

- A. Course, Course Offering, Program Plan, and Affiliation records
- B. Account, Term, Course, and Course Offering records
- C. Account, Term, Program Enrollment, and Course records

Answer: C

Explanation:

The data should be imported in the order of Account, Term, Program Enrollment, and Course records for the career center that plans to use Student Success Hub and is preparing to import student data. The order of data import is important to ensure that the data is consistent and accurate in Salesforce and that the relationships between the objects are maintained. The data should be imported in the order of Account, Term, Program Enrollment, and Course records because these objects have dependencies or lookups to each other. For example, a Program Enrollment record has a lookup to an Account record and a Term record, and a Course record has a lookup to a Term record. Importing the data in this order can help avoid errors or missing data. Course, Course Offering, Program Plan, and Affiliation records or Account, Term, Course, and Course Offering records are not correct orders of data import for the career center that plans to use Student Success Hub and is preparing to import student data. Reference: <https://powerofus.force.com/s/article/EDA-Data-Import> <https://powerofus.force.com/s/article/EDA-Program-Enrollments>

Question: 128

University department staff members want to track communication efforts and attendance for the annual commencement ceremony. They need to report on the engagement results of different types of communication methods (email, printed invitations, and so forth).

Which of these features should the consultant recommend?

- A. Campaign Member Status
- B. Salesforce Inbox
- C. Campaign Influence
- D. Experience Cloud Audience

Answer: D

Explanation:

The consultant should recommend Campaign Member Status as a feature to track communication efforts and attendance for the annual commencement ceremony and report on the engagement results of different types of communication methods for the university department staff members. Campaign Member Status is a feature that allows users to define and track the status or response of a campaign member for a specific campaign, such as Sent, Opened, Clicked, or Attended. Campaign Member Status can help the university department staff members track communication efforts and attendance for the annual commencement ceremony and report on the engagement results of different types of communication methods by using features such as custom statuses, member status values, or campaign reports. Salesforce Inbox, Campaign Influence, or Marketing Cloud are not features that can track communication efforts and attendance for the annual commencement ceremony and report on the engagement results of different types of communication methods for the university department staff members. Reference:

https://help.salesforce.com/s/articleView?id=sf.campaigns_member_status.htm&type=5https://trailhead.salesforce.com/en/content/learn/modules/campaign_basics/campaign_basics_member_status

Question: 129

The IT department at a university has asked its consultant to build a Salesforce integration strategy. Which integration consideration should the consultant outline?

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

Answer: A

Explanation:

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

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

Question: 130

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

Answer: C

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: 131

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.

Answer: B

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: 132

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. Reference:

https://help.salesforce.com/s/articleView?id=sf.compact_layouts_overview.htm&type=5
<https://powerofus.force.com/s/article/EDA-Compact-Layouts>

Question: 133

An institution is experiencing record locking and sharing performance issues in a Salesforce org with the Education

Data Architecture (EDA). A consultant notices there are more than 10,000 child records associated to a single parent record.

Which object should the consultant review first?

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

Answer: B

Explanation:

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

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

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

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

Question: 134

A customer wants to learn more about [Salesforce.org](https://www.salesforce.org) solutions built by the community. Which resource should a consultant recommend?

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

Answer: A

Explanation:

The consultant should recommend Trailblazer Community: Open Source Commons & Community Sprints as a resource where the customer can find more information on Salesforce.org solutions built by the community. Trailblazer Community is a platform that connects Salesforce customers, partners, employees, and enthusiasts to learn, share, and collaborate on Salesforce topics and projects. Trailblazer Community: Open Source Commons & Community Sprints is a group within Trailblazer Community that provides information on Salesforce.org solutions built by the community, such as open-source projects, community sprints, or community-led webinars. The customer can also join discussions, forums, or blogs related to Salesforce.org solutions built by the community on Trailblazer

Community: Open Source Commons & Community Sprints. Product Documentation: Is a Pro Bono Project the Right Fit?, Trailblazer Community: Cumulus I (CCI), or AppExchange are not resources where the customer can find more information on Salesforce.org solutions built by the community. Reference:
<https://trailhead.salesforce.com/en/content/learn/modules/trailblazer-community-basics>
<https://trailblazercommunitygroups.com/sprints/>

Question: 135

The CRM steering committee that oversees the university's Salesforce implementation needs guidance on governance best practices.
Which best practice should a consultant recommend?

- A. Assign only department leaders as champions.
- B. Ask committee members to Join a local Salesforce group.
- C. Hold a standing committee meeting.

Answer: B

Explanation:

The consultant should recommend to hold a standing committee meeting as a governance best practice for the CRM steering committee that oversees the university's Salesforce implementation. A standing committee meeting is a meeting that occurs regularly and consistently with a fixed agenda and attendees. A standing committee meeting can help the CRM steering committee oversee the university's Salesforce implementation by providing a forum to review progress, discuss issues, make decisions, or communicate updates. Assigning only department leaders as champions, asking committee members to join a local Salesforce group, or creating a change management plan are not governance best practices that the consultant should recommend for the CRM steering committee that oversees the university's Salesforce implementation. Reference: https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf<https://trailhead.salesforce.com/en/content/learn/modules/org-change-management>

Question: 136

The Undergraduate Advising department plans to implement Student Success Hub and Pathways in a new org. The system admin wants to use the recommended setup for external users.
Which security setting should the consultant configure?

- A. Create an Account sharing rule to provide Read access based on record type.
- B. Create a Program Plan sharing rule to provide Read access based on record type.
- C. Change the default Program Plan sharing setting to Private.

Answer: B

Explanation:

The consultant should configure a security setting to create a Program Plan sharing rule to provide Read access based on record type for the system admin who wants to use the recommended setup for external users when implementing Student Success Hub and Pathways in a new org for the Undergraduate Advising department. A sharing rule is a security setting that allows users to extend sharing access to users in public groups, roles, or territories. A Program Plan sharing rule can help the system admin provide Read access to external users based on

record type by granting access to specific Program Plan records that are relevant or appropriate for external users, such as students or advisors. Creating an Account sharing rule to provide Read access based on record type, changing the default Program Plan sharing setting to Private, or creating a custom Permission Set for external

users are not security settings that the consultant should configure for the system admin who wants to use the recommended setup for external users when implementing Student Success Hub and Pathways in a new org for the Undergraduate Advising department. Reference:

https://help.salesforce.com/s/articleView?id=sf.sharing_overview.htm&type=5<https://powerofus.force.com/s/article/SSHUB-Pathways>

Question: 137

A community college would like to use Admissions Connect and automatically admit applicants if they meet certain criteria.

What should the consultant do?

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

Answer: C

Explanation:

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

<https://help.salesforce.com/s/articleView?id=sf.flow.htm&type=5><https://www.salesforce.org/products/admissions-connect/overview/>

Question: 138

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

Which solution should the consultant recommend?

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

Answer: C

Explanation:

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

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

Question: 139

An Admissions office is using Admissions Connect to manage its student application review process. The office needs to make sure applications are unable to be edited after the submission deadline. Which functionality should the consultant use to meet this requirement?

- A. Create custom Open Date and Due Date fields.
- B. Leverage the Open Date and Due Date fields.
- C. Develop a custom trigger that checks the submission deadline against the current date.

Answer: B

Explanation:

The consultant should leverage the Open Date and Due Date fields to meet the requirement of making sure applications are unable to be edited after the submission deadline for the Admissions office that is using Admissions Connect to manage its student application review process. The Open Date and Due Date fields are fields on the Application object in Admissions Connect that allow users to specify when an application is open or closed for submission. The Open Date field indicates the date and time when an application can be submitted by an applicant. The Due Date field indicates the date and time when an application can no longer be submitted by an applicant. The consultant can leverage the Open Date and Due Date fields to meet the requirement of making sure applications are unable to be edited after the submission deadline for the Admissions office that is using Admissions Connect to manage its student application review process by configuring and customizing these fields to match their application deadlines and policies. Creating custom Open Date and Due Date fields, developing a custom trigger that checks the submission deadline against the current date, or activating the ApplicantCommunityHomeController Apex class are not functionalities that the consultant should use to meet the requirement of making sure applications are unable to be edited after the submission deadline for the Admissions office that is using Admissions Connect to manage its student application review process. Reference:

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

Tableau-Accelerator.pdf

Question: 140

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

Question: 141

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

Which Salesforce solution should the consultant consider?

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

Answer: B

Explanation:

The consultant should consider Program Management Module as a Salesforce solution to track program costs within its budget and related revenue streams each program brings to the school for the school for continuing education. Program Management Module is a product that allows users to manage programs, services, or interventions for their constituents. Program Management Module

can help the school for continuing education track program costs within its budget and related revenue streams each program brings to the school by using features such as Programs, Services, Service Deliveries, or Service Reports. The consultant can also leverage other tools such as reports, dashboards, or formulas to track and analyze program costs and revenue streams. Accounting Subledger, Grants Management, or Marketing Cloud are not Salesforce solutions

that can track program costs within its budget and related revenue streams each program brings to the school for the school for continuing education. Reference: <https://www.salesforce.org/products/program-management-module/overview/> <https://powerofus.force.com/s/article/PMM-Overview>

Question: 142

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

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

Answer: C

Explanation:

The consultant should discuss with the school that K-12 Architecture Kit is built on Nonprofit Success Pack as a consideration about K-12 Architecture Kit when using it to track elementary students and their parents. K-12 Architecture Kit is a product that provides a flexible and scalable data architecture for K-12 schools to manage their student lifecycle. K-12 Architecture Kit is built on Nonprofit Success Pack, which is a product that provides a data architecture for nonprofit organizations to manage their constituents and donors. K-12 Architecture Kit extends Nonprofit Success Pack by adding objects and features such as Contacts, Accounts, Relationships, Affiliations, Attendance Events, or Behavior Responses. The consultant should discuss with the school that K-12 Architecture Kit is built on Nonprofit Success Pack as a consideration about K-12 Architecture Kit when using it to track elementary students and their parents by explaining the benefits and challenges of using Nonprofit Success Pack for a K-12 school, such as data model, terminology, or configuration. It requires Experience Cloud, it is built on EDA, or it is built on Admissions Connect are not considerations about K-12 Architecture Kit that the consultant should discuss with the school when using it to track elementary students and their parents. Reference: <https://www.salesforce.org/products/k-12-architecture-kit/overview/> <https://powerofus.force.com/s/article/K12-Architecture-Kit>

Question: 143

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

Question: 144

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

Question: 145

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

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

Answer: B

Explanation:

The consultant should refer to the existing sample student demographic dashboard to report out basic student

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

Reference: <https://www.salesforce.org/products/k-12-architecture-kit/overview/>
<https://powerofus.force.com/s/article/K12-Dashboards>

Question: 146

An institution's Admissions office needs a solution to help recruiters manage their travel, including route planning. The office also wants the ability to identify students' locations so they can be invited to a recruitment event. Which solution should the consultant recommend to meet these requirements?

- A. Field Service
- B. Salesforce Maps
- C. Territory Management

Answer: B

Explanation:

The consultant should recommend Salesforce Maps as a solution to help recruiters manage their travel, including route planning, and identify students' locations so they can be invited to a recruitment event for the institution's Admissions office. Salesforce Maps is a product that allows users to optimize their territories, routes, and schedules based on geographic data and insights. Salesforce Maps can help recruiters manage their travel, including route planning, and identify students' locations so they can be invited to a recruitment event by using features such as Live

Tracking, Route Optimization, Geocoding, or Map Layers. Field Service, Territory Management, or Marketing Cloud are not solutions that can help recruiters manage their travel, including route planning, and identify students' locations so they can be invited to a recruitment event for the institution's Admissions office. Reference: <https://www.salesforce.com/products/maps/overview/>
<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-maps-basics>

Question: 147

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

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

Answer: C

Explanation:

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

https://trailhead.salesforce.com/en/content/learn/modules/salesforce_users_roles_and_permissions

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

Question: 148

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. Reference:

<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

Question: 149

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. Reference:

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

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

Question: 150

Why might key stakeholders participate in a Center of Excellence?

- A. It standardizes the data definitions.
- B. It ensures data is owned by one group.
- C. It ensures feature requests will be implemented.

Answer: A

Explanation:

The consultant should explain that one of the reasons why key stakeholders might participate in a Center of Excellence is that it standardizes the data definitions for the university. A Center of Excellence is a group of people who provide leadership, guidance, and best practices for a specific area or domain. A Center of Excellence can help standardize the data definitions for the university by creating and maintaining a common vocabulary and understanding of what data means, how it is used, or how it is measured across different departments or units. Standardizing the data definitions can help improve data quality, consistency, and accuracy for the university. It ensures data is owned by one group or it ensures feature requests will be implemented are not reasons why key stakeholders might participate in a Center of Excellence for the university. Reference:

https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf<https://trailhead.salesforce.com/en/content/learn/modules/org-change-management>

Question: 151

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. Reference:

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

Question: 152

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.

Reference:

<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.process_overview.htm&type=5

Question: 153

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

* Executive Education data is largely managed in its own system

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

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

* The consultant has recommended a “crawl, walk, run” strategy

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

- A. Career Advising
- B. Executive Education
- C. MBA program

Answer: C

Explanation:

The MBA program is the best candidate for the initial “crawl” phase because it already has a custom admission system that is integrated with the SIS, which can be leveraged for Salesforce implementation. Executive Education data is largely managed in its own system, which may require more complex integration or migration. Career Advising and Alumni Relations share systems with other university departments, which may involve more stakeholders and dependencies. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-implementation>

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

Question: 154

Advisors at a university send follow-up emails to each of their assigned students. The advisors want to use Student Success Hub to enable this process.

Which solution should a consultant implement?

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

Answer: B

Explanation:

Mass Actions allow advisors to send follow-up emails to multiple students at once from the Student Success Hub.

Queue Management is a feature that helps advisors prioritize their tasks and appointments, not send emails. Alerts are notifications that appear on the Student Success Hub to inform advisors of important events or actions, not send emails. Reference:

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

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

Question: 155

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

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

Answer: C

Explanation:

The consultant should ask about the success metrics for the project to understand the goals and expectations of the Career Services department and how to measure them. This will help the consultant design a solution that aligns with the department's vision and needs. Which users need system admin access and what is the estimated project budget are questions that can be asked later in the project planning or execution phase, not during the discovery session. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-discovery> <https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-project-planning>

Question: 156

A university plans to expand its Salesforce Education Data Architecture (EDA) environment to support student services for all of its schools. The university wants Contact's family information. Which action should the consultant take?

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

Answer: C

Explanation:

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

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

Question: 157

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

Which configuration should the consultant retain during the data import?

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

Answer: B

Explanation:

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

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

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

Question: 158

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. Reference:

https://help.salesforce.com/s/articleView?id=sf.reports_cross_filters.htm&type=5<https://powerofus.force.com/s/article/EDA-Reports>

Question: 159

The Alumni Association is interested in using Education Cloud to support its operations The Association tracks alumni

interests and hosts networking activities.

Which of these Education Cloud considerations should the consultant discuss with the Association?

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

Answer: C

Explanation:

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

<https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-solutions>
<https://appexchange.salesforce.com/appxStore?type=Product&keywords=event>

Question: 160

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

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

Answer: C

Explanation:

The consideration that the consultant should discuss with the IT department is C. [The code is shared and sourced by the community1](#). This means that open source solutions for student recruitment are developed and maintained by a network of volunteers, contributors, and users who collaborate and exchange ideas, feedback, and code. [The code is publicly available and can be modified, customized, and redistributed by anyone who follows the license terms and conditions2](#).

A. The code is updated via Salesforce Releases and B. The code is maintained by Salesforce developers are not valid considerations for open source solutions for student recruitment. [These statements apply to Salesforce products and features that are built and supported by Salesforce, such as the Education Data Architecture \(EDA\) or the Higher Education Data Platform \(HEDA\)3](#). However, open source solutions are not part of the Salesforce platform and do not depend on Salesforce releases or developers.

Question: 161

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

- A. The code is maintained by Salesforce developers.

- B. The code is updated via Salesforce Releases.
- C. The code is directly accessible.

Answer: C

Explanation:

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

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

Question: 162

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

What should the consultant discuss with the system admin?

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

Answer: C

Explanation:

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

https://help.salesforce.com/s/articleView?id=sf.data_loader_lookup_skew.htm&type=5https://help.salesforce.com/s/articleView?id=sf.data_loader_account_skew.htm&type=5 <https://powerofus.force.com/s/article/EDA-Team>

Question: 163

The intellectual Property department at a research university needs to manage the institution's patents. The department does not serve students and has a B2B business process.

Which account mode! should the constant recommend?

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

Answer: C

Explanation:

The consultant should recommend the Standard account model for the Intellectual Property department, because it allows them to use the standard Account and Contact objects to manage their B2B business process, without creating additional records or relationships. The Household account model and the Administrative account model are designed for managing B2C or educational relationships, not B2B. Reference:

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

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

Question: 164

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. Reference:

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

Question: 165

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

How are application documents saved in Admissions Connect?

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

Answer: A

Explanation:

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

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

Question: 166

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

Which functionality should a consultant recommend?

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

Answer: B

Explanation:

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

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

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

Question: 167

The advancement team uses Salesforce for its fundraising operations. The team wants a tool to help determine whether they will meet the campaign goal.

Which analytics tool should the consultant recommend?

- A. Einstein Prediction Builder
- B. Campaign Influence
- C. Tableau Prep Conductor

Answer: A

Explanation:

The consultant should recommend Einstein Prediction Builder for the advancement team to create a tool that helps determine whether they will meet the campaign goal. Einstein Prediction Builder allows users to create custom predictions based on their Salesforce data, such as predicting the likelihood of a donor giving a certain amount or reaching a certain level of engagement. Campaign Influence is a feature that tracks how campaigns influence opportunities, not campaign goals. Tableau Prep Conductor is a tool that automates and schedules data preparation flows, not predictions. Reference:

https://help.salesforce.com/s/articleView?id=sf.bi_einstein_prediction_builder.htm&type=5https://help.salesforce.com/s/articleView?id=sf.campaigns_influence.htm&type=5 https://help.tableau.com/current/prepare/en-us/prepare_conductor.htm

Question: 168

The university advancement team wants the ability to track students' prior and current connections to other schools.

Which two object should the consultant evaluate to connect students to other educational institutions?

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

Answer: A

Explanation:

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

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

Question: 169

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

Which development consideration should the constant advise?

- A. Projects are required to have at least one Salesforce staff person on the project team.
- B. Projects use CumulusCI for continuous integration and deployment.
- C. Projects must be compatible with the Education Data Architecture (EDA).

Answer: B

Explanation:

The consultant should advise that projects use CumulusCI for continuous integration and deployment, which is a tool that automates the development and release process of Salesforce applications. Projects are not required to have at least one Salesforce staff person on the project team, although they may have some Salesforce employees as contributors or advisors. Projects do not have to be compatible with the Education Data Architecture (EDA), although some projects may use EDA as a foundation or extension. Reference:

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

Question: 170

Staff need to track which requirements must be met for a student application.

Which Education Cloud objects should be used?

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

Answer: B

Explanation:

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

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

Question: 171

A university plans to use Salesforce for its recruitment and admissions process and needs to integrate it with the Student Information System (SIS).

Which step should the consultant take initially?

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

Answer: B

Explanation:

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

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

Question: 172

A university to use Salesforce for its recruitment and admissions process and needs to integrate it with the

Student Information

System (SIS).

Which step should the consultant take initially?

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

Answer: A

Explanation:

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

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

Question: 173

An Advancement office wants a declaratively configured, public-facing form that creates data in Salesforce. Which solution should the consultant recommend to meet the requirement?

- A. An app on the AppExchange
- B. Process Builder
- C. Email-to-case

Answer: A

Explanation:

The consultant should recommend an app on the AppExchange to create a declaratively configured, public-facing form that creates data in Salesforce, such as FormAssembly or Formstack, which are web form builders that integrate with Salesforce. Process Builder is a tool that automates business processes based on certain criteria or actions, not a form builder. Email-to-case is a feature that converts emails from customers into cases in Salesforce, not a form builder. Reference: <https://appexchange.salesforce.com/appxStore?type=Product&keywords=form> https://help.salesforce.com/s/articleView?id=sf.process_overview.htm&type=5

Question: 174

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

- A. Course Connection

- B. Education History
- C. A Program Enrollment

Answer: C

Explanation:

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

1: [Education Data Architecture Documentation - Salesforce1](#)

2: [EDA Object Reference - Salesforce4](#)

3: [EDA Object Reference - Salesforce4](#)

Question: 175

A university needs to track details about a student's registration in an academic program or course of study, including information about registration dates, status, and credits earned. Which object in the Education Data Architecture (EDA) contains this type of summary academic data?

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

Answer: B

Explanation:

[A Program Enrollment object in EDA contains summary academic data for a student's registration in an academic program or course of study, such as registration dates, status, credits earned, and GPA1. A Course Offering object represents a specific instance of a course that is offered during a term or semester2. A Program Plan object defines the requirements and structure of an academic program or course of study3.](#) Reference:

1: [Education Data Architecture Documentation - Salesforce1](#)

2: [EDA Object Reference - Salesforce4](#)

3: [EDA Object Reference - Salesforce4](#)

Question: 176

Where can a customer access the open-source common sprint project code repositories?

- A. Trailblazer Community
- B. Partner Community
- C. GitHub

Answer: C

Explanation:

[GitHub is a web-based platform that hosts open-source code repositories for developers to collaborate on projects1.](#) Customers can access the common sprint project code repositories on GitHub by visiting the [Salesforce.org Open Source Commons organization page2.](#) There, they can find various community projects stemming from [Salesforce.org Open Source Community Sprints, such as Data Generation Toolkit, Outbound Funds Module, and Membership Schema and Benefits2.](#) These projects are compatible with Education Cloud and can be used to extend its functionality and features. Reference:

1: [What is GitHub? - GitHub Docs3](#)

2: [Salesforce.org Open Source Commons - Community Sprint Projects4](#)

Question: 177

A consultant is writing an Apex class to run when a new Contact is created in a Salesforce environment where Education Data Architecture (EDA) is in use.

What should the consultant do to ensure the code executes in the order intended?

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

Answer: C

Explanation:

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

5: [Table-Driven Trigger Management \(TDTM\) Overview - Salesforce7](#)

6: [Table-Driven Trigger Management and Why it Matters8](#)

Question: 178

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

Which solution should a consultant recommend?

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

Answer: C

Explanation:

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

[Cloud Academy: Consultant Fundamentals](#), [Accounting Subledger Overview]

Question: 179

The IT administrator at a university would like to understand the Table-Driven Trigger Management (TDTM) framework in the Education Data Architecture (EDA).

What is a benefit the consultant should discuss with the client?

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

Answer: C

Explanation:

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

Question: 180

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

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

Answer: B

Explanation:

[The Appointment Attendee object in Student Success Hub is used to track the students and support staff who attend an appointment¹. The Student Success Hub Tableau Accelerator uses data from this object, along with other objects such as Alert, Appointment, Case, Contact, Course Connection, Course Offering, Program Enrollment, Term, and User, to create visualizations of student and support staff data². The Behavior Incident object is not part of Student Success Hub or the Tableau Accelerator. \[The Availability Topic object is used to categorize the availability of support staff for appointments¹\]\(#\), but it is not used by the Tableau Accelerator. Reference:](#)

[1: EDA Object Reference - Salesforce³](#)

[2: Analyze Student Success Data with the Tableau Accelerator - Salesforce⁴](#)

Question: 181

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](#)⁵. [Salesforce Scheduler is a tool that allows customers to schedule](#)

[appointments with service providers, but it does not integrate with Google Calendar](#) either⁶. [Einstein Activity Capture is a tool that syncs emails and events between Salesforce and Gmail or Microsoft Exchange, but it does not work with Student Success Hub appointments](#)⁷. 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: 182

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

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

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

Answer: B

Explanation:

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

Question: 183

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

Question: 184

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

Which solution should the consultant recommend?

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

Answer: C

Explanation:

[Financial Services Cloud is a Salesforce solution that is designed for the financial services industry, including wealth and asset management, banking, and insurance](#)¹. 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](#)². [Managing leads, opportunities, and activities with standard Salesforce objects and tools](#)³.

[Leveraging Einstein AI to surface insights and recommendations for investment opportunities](#)⁴. [Integrating with core financial systems and data sources using prebuilt connectors and accelerators](#)⁵. [Sales Cloud is a general-purpose CRM solution that does not have the specific features and functionality for the financial services industry](#)⁶. [Education Data Architecture \(EDA\) is a Salesforce solution that is designed for the education sector, including K-12 and higher education institutions](#)⁷. EDA does not have the specific features and functionality for the financial services industry either. Reference:

- [1: Financial Services Cloud Overview - Salesforce](#)⁸
- [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: 185

The School of Engineering is interested in a Salesforce email marketing tool that scores email activity from campaigns and mass communications, as well as individual emails sent from recruiters.

Recruiters want the flexibility to send emails from their Outlook account or from Salesforce. The marketing director wants recruiters to use branded email templates.

Which solution should the consultant recommend?

- A. Email Studio and Salesforce Inbox
- B. Account Engagement and Salesforce Engage
- C. Account Engagement and Salesforce Inbox

Answer: A

Explanation:

[Email Studio is a Salesforce email marketing tool that allows users to create, send, and track personalized email campaigns and mass communications](#)¹. [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](#)². [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](#)³. [Salesforce Inbox also enables users to send emails from their Outlook account or from Salesforce using branded email templates](#)⁴.

[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](#)⁵. 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](#)⁶. However, Salesforce Engage does not integrate with Outlook or allow users to send emails from their email inbox.

Reference:

- [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: 186

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](#)¹, 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.

Reference:

[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: 187

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

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

Answer: B

Explanation:

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

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

[2: Configure State and Country Picklists - Salesforce3](#)

: ISO 3166 - Wikipedia

: Enable Contact Multi-Addresses - Salesforce

Question: 188

The Undergraduate Admissions office needs to track new students and their current course of study. Which Education Data Architecture (EDA) object should the consultant use to meet the requirement?

- A. Program Enrollment
- B. Education History

C. Contact Role

Answer: A

Explanation:

Program Enrollment is an EDA object that tracks the enrollment of a student in a specific program or course of study. It can store information such as the program name, start and end dates, status, and credits earned. The consultant should use this object to meet the requirement of tracking new students and their current course of study for the Undergraduate Admissions office. Reference: [Salesforce Education Cloud Academy: Consultant Fundamentals], [EDA Data Model]

Question: 189

The director of advancement at a small college requests report access for a dozen alumni volunteers who will call potential donors. The volunteers will use Customer Community Plus licenses. The consultant has set up a profile for the volunteers.

What should the consultant set up so the volunteers can create and edit reports as external users?

- A. Enable the Create and Customize Reports, Report Builder, and Edit My Reports permissions on the Volunteers profile.
- B. Create a volunteer public group and a sharing rule that grants Read permissions to reports.
- C. Create a new role for the volunteers in the role hierarchy, and grant permissions to Create and Customize Reports.

Answer: C

Explanation:

To enable external users to create and edit reports, the consultant should grant them the necessary permissions on their profile. The Create and Customize Reports permission allows users to create new reports and edit existing ones. The Report Builder permission allows users to use the report builder tool to design reports. The Edit My Reports permission allows users to edit reports that they own or have access to. The consultant should enable these permissions on the Volunteers profile to meet the requirement of the director of advancement. Reference: [Salesforce Education Cloud Academy: Consultant Fundamentals], [Report Permissions for External Users]

Question: 190

An Advancement office is evaluating the automation capabilities of the Education Data Architecture (EDA). The office needs to be able to identify inactive addresses and have them sync to the contact record.

How should the consultant meet this requirement?

- A. Set the inactive address on the Contact record through integration.
- B. Select the "Inactive" checkbox on the Address record.
- C. Develop a custom trigger to update the Contact record.

Answer: B

Explanation:

[The Education Data Architecture \(EDA\) provides a feature to track and manage multiple addresses for contacts and accounts using the Address object¹. The Address object has a field called “Inactive” that indicates whether the address is currently in use or not². By selecting the “Inactive” checkbox on the Address record, the consultant can mark the address as inactive and have it sync to the contact record. \[The contact record will then show the inactive address in the Mailing Address field, with a strike-through line to indicate that it is no longer valid³.\]\(#\)](#)

Setting the inactive address on the contact record through integration is not a recommended solution, as it would bypass the EDA address management feature and create inconsistency between the contact and address records. Developing a custom trigger to update the contact record is also not necessary, as EDA already provides a built-in mechanism to handle inactive addresses using the Address object.

Reference:

[1: Understand Addresses in EDA - Salesforce](#)

[2: EDA Object Reference - Salesforce](#)

[3: Manage Simple Changes to Address Records - Salesforce](#)

Question: 191

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

Which solution should the consultant recommend?

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

Answer: B

Explanation:

Einstein Bots are chatbots that can automate conversations with prospective students on various channels, such as SMS, social media, and email. They can provide information, answer questions, collect data, and hand off the conversation to a human agent if needed. [Einstein Bots can help the Recruitment and Admissions office to track digital engagement and interactions with prospects on their mobile devices, and improve the student experience¹². Salesforce Maps is a location intelligence solution that helps sales and service teams optimize their territories, routes, and schedules³. Activity timeline is a feature that displays a chronological list of activities related to a record, such as calls, emails, meetings, and tasks⁴. Neither of these solutions are directly relevant to the scenario described in the question.](#)

Question: 192

A university uses Admissions Connect and wants to digitally transform its Study Abroad processes. Currently, staff need to check multiple spreadsheets to identify which Study Abroad students have completed specific tasks to qualify for the program.

Which solution should a consultant recommend?

- A. Program Plan
- B. Action Plans
- C. Pathways

D. Attendance Event

Answer: B

Explanation:

Action Plans are a feature of Admissions Connect that allow staff to create and assign tasks to students, track their progress, and automate reminders and notifications. Action Plans can be used to streamline the Study Abroad process by creating a template of tasks that students need to complete to qualify for the program, such as submitting an application, attending an orientation, obtaining a visa, etc. Staff can then assign the Action Plan to each student who is interested in studying abroad and monitor their completion status. Action Plans can also be integrated with Salesforce Communities to provide students with a self-service portal where they can view and update their tasks, upload documents, and communicate with staff. Reference: [Admissions Connect Documentation], [Admissions Connect: Action Plans]

Question: 193

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

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

Answer: A

Explanation:

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

[Education Cloud Basics](#) - Unit 5: Drive Adoption and Measure Success

[Salesforce Help: Chatter Overview](#)

Question: 194

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. Reference: [Education Data Architecture Basics](#), [Assign Record Types to Profiles](#)

Question: 195

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

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

Answer: C

Explanation:

Affiliation Mappings are used to automatically create and populate the Primary Affiliation field on the Contact record based on the Account record type of the related Affiliation. For example, if a Contact has an Affiliation with an Account of record type "Academic Program", the Primary Affiliation field on the Contact record will be populated with that Account name. The consultant can go to Affiliation Mappings in EDA Settings to configure which Account record types should trigger this behavior and which fields should be used to store the Primary Affiliation. Reference: [Education Data Architecture Basics](#) - Unit 3: Affiliations and Relationships [EDA Documentation](#) - Affiliation Mappings

Question: 196

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

Which solution should the consultant recommend?

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

Answer: A

Explanation:

Sales Cloud is a CRM solution that helps sales teams manage their sales processes, from lead generation to closing deals. Sales Cloud can track investment companies and their contacts, leads, opportunities, and activities, as well as

provide reports and dashboards to monitor performance and revenue. Sales Cloud can also integrate with other Salesforce products, such as Marketing Cloud and Service Cloud, to create a unified customer experience. Sales Cloud is suitable for UIS because it operates independently of the university and does not need the specific features of Education Cloud or Financial Services Cloud, which are designed for higher education institutions and financial services providers, respectively. Heroku is a cloud platform that allows developers to build, run, and scale applications, but it is not a CRM solution by itself. Reference: [Sales Cloud Overview], [Sales Cloud Features], [Sales Cloud Pricing]

Question: 197

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

Which solution should the consultant recommend?

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

Answer: C

Explanation:

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

regulations. Reference:

[Salesforce.org Elevate Overview](#)

[Salesforce.org Elevate Data Sheet](#)

[Prepare for Your Salesforce Education Cloud Consultant Credential](#)

Question: 198

The Admissions office sends 25 email 10 students slarty. The Director of needs to manage cohorts of prospective students and automate personalized emails.

Which two solutions should the consultant recommend to meet the requirement?

Choose 2 answers

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

Answer: A, B

Explanation:

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

Question: 199

A university using the Education Data Architecture (EDA) finds that some addresses in the system have minor data entry errors that need to be corrected. The university wants to ensure that the system to existing rather than creating new address records.

What should the do to meet this?

- A. Check the Do Not Update before saving the
- B. Enable the EDA Setting for Simple Address Change Treated as Update.
- C. Check the Disable Error Handling setting in EDA System Settings.
- D. Disable Multi-Addresses in EDA Account and Contact Settings.

Answer: B

Explanation:

According to the Salesforce Education Cloud Consultant documents, the EDA Setting for Simple Address Change Treated as Update allows the system to update existing address records when a user makes a minor change to an address, such as correcting a typo or adding an apartment number. This prevents the creation of duplicate address records and ensures data quality. If this setting is disabled, the system will create a new address record whenever an address is changed, even if the change is minor. Reference:

[EDA Documentation: Address Management](#)
[Trailhead: Education Data Architecture Basics](#)

Question: 200

A primary school has switched to remote learning and wants to track student well-being, technology needs, and various family situations needing attention.

Which Education Cloud solution meets this requirement?

- A. Student Success Hub
- B. Pathways
- C. K-12 Architecture Kit
- D. Admissions Connect

Answer: A

Explanation:

Student Success Hub is a solution that enables schools to provide holistic support for students and families, especially in remote learning scenarios. It allows schools to create and track interventions, referrals, and services for students based on their needs and goals. It also provides dashboards and reports to monitor student progress and outcomes. Student Success Hub is built on top of the Education Data Architecture (EDA) and leverages the Program Management Module (PMM) and the Case Management Module (CMM) to deliver a comprehensive student support system. Reference: [Student Success Hub](#)
[Student Success Hub Implementation Guide](#)
[Student Success Hub Trailhead Module](#)

Question: 201

A university wants to use Education Cloud for student Advertising and support services.

After enabling Education Cloud and Student Success, what should the consultant do next to set up the org?

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

Answer: C

Explanation:

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

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

Configuration Steps:

Navigate to Setup.

In the Quick Find box, type Permission Set Licenses.

Verify that the appropriate licenses are available and assign them to users as needed.

Assigning Permission Sets:

Go to Setup > Permission Sets.

Review and assign the necessary permission sets (e.g., Student Success Hub) to the relevant users. Validation: Ensure that users have the correct access by logging in as a user and checking if they can see and interact with the necessary components of Education Cloud.

Reference:

Salesforce Education Cloud Documentation: [Salesforce Help: Permission Set Licenses](#)

Question: 202

A university is migrating from its Education Data Architecture org to Education Cloud.

Which consideration should the consultant discuss with the university?

- A. Education Cloud uses the Household Account model.
- B. Education Cloud uses the Administrative Account model
- C. Education Cloud uses Person Accounts.

Answer: B

Explanation:

Understanding Account Models in Education Cloud: Education Cloud typically uses the Administrative Account model to manage relationships and hierarchies between contacts (students, parents, etc.) and accounts (departments, institutions, etc.).

Administrative Account Model: This model allows educational institutions to maintain a structured and organized view of their data, which is essential for managing various relationships and processes within the institution.

Migration Considerations:

Data Mapping: Map existing data fields from the previous Education Data Architecture (EDA) to the new Administrative Account model.

Customizations: Ensure that any custom objects or fields are compatible with the Administrative Account model.

Testing: Rigorously test the migrated data to ensure integrity and accuracy.

Steps to Implement:

Data Export: Export data from the EDA org.

Data Transformation: Transform the data to fit the Administrative Account model structure.

Data Import: Import the transformed data into the new Education Cloud instance.

Validation: Verify that the data aligns with the Administrative Account model and functions as expected.

Reference:

Salesforce Education Cloud Documentation: [Salesforce Help: Administrative Account Model](#)

Question: 203

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:

Service Cloud: Offers tools for managing and automating recruitment processes, tracking applicant progress, and maintaining communication logs.

Digital Engagement: Facilitates multi-channel communication, allowing recruitment teams to interact with students on their preferred platforms like WhatsApp.

Implementation Steps:

Enable Service Cloud: Ensure Service Cloud is enabled in the org.

Set Up Digital Engagement:

Navigate to Setup and enable Digital Engagement.

Configure channels such as WhatsApp, SMS, etc., by following the setup wizards and integrating them with the existing Service Cloud setup.

Customize to Fit Recruitment Needs: Tailor the solution to meet specific recruitment workflows and requirements.

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.

Reference:

Salesforce Documentation: [Service Cloud](#)

Salesforce Documentation: [Digital Engagement](#)

Question: 204

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

What should the consultant discuss with the client?

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

Answer: B

Explanation:

Understanding Licensing Requirements:

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.

Reference:

Salesforce Licensing Guide: [Salesforce Licenses](#)

Question: 205

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

Answer: B

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.

Reference:

Salesforce Education Cloud Documentation: [Benefit Schedule](#)

Question: 206

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

Which solution should the consultant recommend?

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

Answer: B

Explanation:

Data Integration and Analysis:

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.

Reference:

Salesforce Documentation: [Salesforce Data Cloud](#)

Question: 207

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

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

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

Answer: A

Explanation:

Tracking Historical Data with EDA:

The Affiliation object in EDA is used to track historical data related to relationships between individuals and organizations (such as alumni and the university).

Using Affiliations for Targeted Outreach:

Create Affiliations: Set up affiliations for alumni to capture historical data such as past donations, engagement activities, and more.

Targeted Outreach: Use the data from affiliations to segment alumni for targeted outreach and donation opportunities.

Implementation Steps:

Configure Affiliations: Ensure that the Affiliation object is configured correctly to capture the necessary historical data.

Data Entry: Enter historical data into the Affiliation records.

Reporting and Analysis: Create reports and dashboards to analyze affiliation data and identify potential outreach opportunities.

Reference:

Salesforce EDA Documentation: Affiliations

Question: 208

The Alumni Association is interested in using Education Cloud to support its operations. The Association tracks what engages alumni and their hobbies.

Which Education Cloud feature should the consultant recommend?

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

Answer: A

Explanation:

Tracking Engagement and Hobbies:

Interest Tags in Education Cloud allow the tracking of specific interests and hobbies of alumni.

This feature helps in understanding what engages alumni and can be used to tailor communications and activities.

Setting Up Interest Tags:

Define Interest Tags: Create tags that represent different interests and hobbies.

Assign Tags: Assign these tags to alumni based on their interests and engagement history.

Utilizing Interest Tags:

Segmentation: Use Interest Tags to segment alumni for targeted communications and events.

Personalized Outreach: Tailor outreach efforts based on the specific interests and hobbies tracked by the tags.

Implementation Steps:

Configure Tags: Set up and define the tags in the system.

Data Entry: Tag alumni with the appropriate interests.

Analyze Engagement: Use reports and analytics to understand the impact of interest-based engagement.

Reference:

Salesforce Education Cloud Documentation: [Interest Tags](#)

Question: 209

A university is planning an enterprise-wide implementation of Education Cloud. It has asked the consultant to do an analysis of Education Cloud functionality to identify additional apps it may need to purchase.

What is a standard feature of Education Cloud?

- A. Student Advising
- B. Event Management
- C. Order Management

Answer: A

Explanation:

Student Advising is a standard feature of Education Cloud. It provides tools and functionalities to manage student advising processes, track student progress, and facilitate communication between advisors and students.

Features of Student Advising:

Advising Notes: Keep track of discussions and recommendations.

Appointment Scheduling: Allows students to schedule appointments with advisors.

Case Management: Manage and track advising cases and interventions.

Implementation:

Configure Advising Settings: Set up advising schedules, roles, and permissions.

Training: Provide training for advisors on using the advising tools within Education Cloud.

Monitoring and Reporting: Use dashboards and reports to monitor advising activities and student progress.

Reference:

Salesforce Education Cloud Documentation: Student Success Hub

Question: 210

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:

To enable Education Cloud in an existing Salesforce environment, the consultant needs to start by configuring the necessary settings within the Salesforce setup.

Steps to Enable Education Cloud:

Access Setup: Log in to the Salesforce org and navigate to Setup.

Search for Education Cloud Settings: In the Quick Find box, type "Education Cloud" and select the relevant settings to enable the features.

Configure Features: Enable and configure the desired Education Cloud features such as Student Success Hub, Admissions Connect, and more.

Testing in Sandbox: Initially, perform these steps in a sandbox environment to ensure everything works correctly before deploying to production.

Verification:

Ensure all necessary Education Cloud components are enabled and configured correctly.

Conduct thorough testing in the sandbox to validate functionality.

Reference:

Salesforce Help: [Enable Education Cloud](#)

Question: 211

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

Answer: B

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.

Reference:

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

Question: 212

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:

OmniStudio FlexCard can be used to create a dynamic user interface that displays the application data in a structured format. This can include conditional logic to show or hide fields based on the submission status of the application.

Applying Validation Rule:

A validation rule can be used to enforce that applications cannot be edited after the submission deadline. This ensures data integrity by preventing changes to the application record once the deadline has passed.

Steps to Implement:

Create a FlexCard:

Navigate to OmniStudio > FlexCards.

Create a new FlexCard that displays application details and includes logic to disable editing past the deadline.

Set Up Validation Rule:

Go to Setup > Object Manager > Application Object.

Create a validation rule to check if the current date is past the submission deadline and prevent edits.

Example validation rule: AND(ISCHANGED([Application].Status), [Application].Status = 'Submitted', TODAY() > [Application].Submission_Deadline c)

Testing:

Test the FlexCard and validation rule to ensure that students cannot edit their applications after the submission deadline.

Ensure the user interface and validation rule work seamlessly together to provide a smooth user experience.

Reference:

Salesforce OmniStudio Documentation: [Creating FlexCards](#)

Salesforce Help: [Validation Rules](#)

Question: 213

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

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

Answer: B

Explanation:

Measuring Implementation Success:

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.

Reference:

Salesforce Documentation: [User Login History](#)

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

Question: 214

A university is planning an enterprise-wide implementation of Education Cloud. It has asked the consultant to do an analysis of Education Cloud functionality to identify additional apps it may need to purchase.

What is a standard feature of Education Cloud?

- A. Event Management
- B. Order Management
- C. Student Advising

Answer: C

Explanation:

Salesforce Education Cloud is designed to meet the needs of educational institutions, providing a comprehensive set of features to manage student lifecycle, from recruitment to alumni engagement. A standard feature of Education Cloud is Student Advising, which helps institutions offer personalized support and guidance to students throughout their academic journey. This functionality includes tracking student progress, scheduling advising sessions, and providing insights into student performance and needs.

Reference:

Salesforce Education Cloud Overview
Student Success Hub for Higher Education

Question: 215

Staff want to maximize the value of their Education Cloud org and CRM Analytics. They need a dashboard that tracks metrics, such as application status, the total number of applications, and how those totals compare to the previous period.

What should the consultant do?

- A. Create a custom dashboard.
- B. Leverage the Admissions Insights dashboard.
- C. Leverage the Advisor Insights dashboard.

Answer: B

Explanation:

The Admissions Insights dashboard in Salesforce Education Cloud provides a comprehensive view of the admissions process, offering pre-built reports and dashboards that track key metrics such as application status, total number of applications, and comparisons to previous periods. This dashboard allows staff to easily monitor and analyze admissions data without the need to create custom dashboards from scratch, thus maximizing the value of their Education Cloud org and CRM Analytics.

Reference:

Admissions Connect
CRM Analytics for Education

Question: 216

Where can a primary school customer connect with other people to share insights on using Education Cloud?

- A. Trailblazer Community
- B. Partner Community
- C. trust.salesforce.com

Answer: A

Explanation:

The Trailblazer Community is a platform where Salesforce users, including those using Education Cloud, can connect, share insights, and collaborate. Primary school customers can join this community to find resources, ask questions,

and learn best practices from other educators and Salesforce experts. It is an excellent place for networking and getting support from the broader Salesforce ecosystem.

Reference:

[Trailblazer Community](#)

Education Cloud Community Groups

Question: 217

A primary school needs to track which students receive assistance in their school lunch program. Which Education Cloud feature should the consultant discuss with the school?

- A. Program Management
- B. Action Plan
- C. Benefit Schedule

Answer: A

Explanation:

Program Management in Salesforce Education Cloud is designed to track and manage various programs offered by educational institutions, including assistance programs like school lunch programs. This feature allows schools to track which students are enrolled in specific programs, manage program details, and report on program outcomes. Program Management provides a centralized way to handle various types of assistance and ensures that the school can efficiently manage and monitor the support provided to students.

Reference:

Program Management Module

Salesforce Education Cloud for K-12

Question: 218

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. Identify areas that may impact governor limits.
- B. Log a case with Salesforce Support to increase limits.
- C. Leverage MuleSoft Anypoint Platform.

Answer: A

Explanation:

When a university is rolling out a student community to a large number of users, it is essential to ensure that the system can handle the increased load. Salesforce has governor limits that regulate the usage of resources to ensure the platform's stability and performance. The consultant should recommend identifying areas that may impact these governor limits, such as data storage, API calls, and processing limits. By understanding and planning for these limits, the university can optimize its implementation and avoid potential issues.

Reference:

[Salesforce Governor Limits](#)

Question: 219

The advancement team uses Education Cloud for Advancement for its fundraising operations. The team wants a tool to help determine whether they will meet the campaign goal.

Which analytics tool should the consultant recommend?

- A. Campaign Influence
- B. Tableau Prep Conductor
- C. CRM Analytics

Answer: C

Explanation:

CRM Analytics, formerly known as Einstein Analytics, is a powerful analytics tool within Salesforce that provides advanced data analysis and visualization capabilities. For the advancement team looking to determine whether they will meet their campaign goal, CRM Analytics can offer detailed insights into fundraising performance, donor contributions, and campaign progress. This tool allows the team to create dashboards and reports that track key metrics and help predict future outcomes based on historical data.

Reference:

[CRM Analytics](#)

Education Cloud for Advancement