

Salesforce

Exam Questions Education-Cloud-Consultant

Salesforce Certified Education Cloud Consultant Exam



NEW QUESTION 1

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

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

Answer: A

Explanation:

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

NEW QUESTION 2

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. References:
? <https://powerofus.force.com/s/article/EDA-Lead-Conversion>
? <https://trailhead.salesforce.com/en/content/learn/modules/pardot-basics>

NEW QUESTION 3

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

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

Answer: C

Explanation:

Admissions Connect is a solution that the consultant can recommend to meet the requirement of managing student applications and application reviewer assignments. Admissions Connect is a solution that extends EDA to meet the needs of higher education admissions and enrollment. Admissions Connect provides features such as online application management, application review, decision delivery, and reviewer assignments. The consultant can help the university configure and customize Admissions Connect to support their recruitment and admissions processes. Program Management Module, Case Management, and Student Success Hub are not solutions that can manage student applications and application reviewer assignments. References:
? <https://www.salesforce.org/products/admissions-connect/overview/>
? <https://trailhead.salesforce.com/en/content/learn/modules/admissions-connect-basics>

NEW QUESTION 4

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

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

Answer: B

Explanation:

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

NEW QUESTION 5

An Admissions office is interested in using Admissions Connect to manage its student applications and to recede supporting do. How are application documents saved in Admissions Connect?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 6

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. References:

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

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

NEW QUESTION 7

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

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

Answer: B

Explanation:

? Measuring Implementation Success:

? Why Percentage of Staff Logins:

? How to Track:

? Steps to Implement:

References:

? Salesforce Documentation: User Login History

? Salesforce Help: Creating Reports and Dashboards

NEW QUESTION 8

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

Which data management strategy should the consultant consider?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 9

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

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

Answer: C

Explanation:

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

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

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

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

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

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

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

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

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

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

NEW QUESTION 10

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 ApplicantCommunityHomePageController 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. References:

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

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

NEW QUESTION 10

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

What should the consultant discuss with the client?

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

Answer: B

Explanation:

? Understanding Licensing Requirements:

? Business Use Case for Full Salesforce License:

? Cost Considerations:

? Implementation Steps: References:

? Salesforce Licensing Guide: Salesforce Licenses

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

NEW QUESTION 18

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

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

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

Answer: C

Explanation:

The SFDO Open Source Contributors group in the Power of Us Hub is an additional group that the consultant can recommend so the university can find and collaborate on current open source projects. The SFDO Open Source Contributors group is a group that connects users who are interested in contributing to or learning from open source projects that are supported by Salesforce.org. The SFDO Open Source Contributors group provides access to resources, events, discussions, and opportunities related to various open source projects, such as EDA, NPSP, CumulusCI, or Metecho. The Sector: Higher Education, SFDO Major Release Announcements, and CumulusCI (CCI) groups in the Power of Us Hub are not groups that can help the university find and collaborate on current open source projects. References:
? <https://powerofus.force.com/s/group/0F9800000000CjQOCA0/sfdo-open-source-contributors>
? <https://www.salesforce.org/open-source-commons/>

NEW QUESTION 20

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

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

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

Answer: B

Explanation:

The university can confirm the Salesforce product release dates that could impact the timeline on the Salesforce Trust website. The Salesforce Trust website provides information about the maintenance schedule, release calendar, and release readiness for Salesforce products. The university can use this information to plan their launch window in conjunction with the campus calendar. Trailhead, Setup Menu, and Partner Community are not places where the university can confirm the Salesforce product release dates. References:
? <https://status.salesforce.com/products/all/maintenances>
? <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-release-readiness-strategies>

NEW QUESTION 23

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. References:
? <https://www.salesforce.com/products/maps/overview/>
? <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-maps-basics>

NEW QUESTION 27

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

Which object should the consultant review first?

- A. Accounts
- B. Relationships

C. Affiliations

Answer: B

Explanation:

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

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

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

NEW QUESTION 28

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.

References:

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

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

NEW QUESTION 31

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. References:

? <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>

NEW QUESTION 36

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. References:

? <https://www.salesforce.org/nonprofit/accounting-subledger/>

? <https://www.salesforce.org/wp-content/uploads/2020/08/Accounting-Subledger-Data-Sheet.pdf>

NEW QUESTION 39

During the requirements gathering phase, the academic staff stated that students are independent of any Account or Company. The staff requested that the Contact's Account field be blank and hidden on the page layout.

What is the impact of creating a Contact without a parent Account?

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 42

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

Which action should the consultant recommend instead?

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 47

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](https://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.

References:

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

? <https://trailblazercommunitygroups.com/sprints/>

NEW QUESTION 49

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 50

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

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 51

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 SMS1, SMS Magic, or Twilio for Salesforce. These apps can integrate with Salesforce and allow users to send and receive SMS messages from within the platform. The consultant should recommend the school to explore the available apps on the AppExchange and choose the one that best suits their needs and budget.

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

References:

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

? : SMS-Magic Converse Text Messaging - AppExchange

? : Twilio for Salesforce - AppExchange

? : Marketing Cloud Overview - Salesforce

? : Education Data Architecture Overview - Salesforce

NEW QUESTION 54

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

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

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

Answer: A

Explanation:

? Using OmniStudio FlexCard:

? Applying Validation Rule:

? Steps to Implement:

? Testing: References:

? Salesforce OmniStudio Documentation: Creating FlexCards

? Salesforce Help: Validation Rules

NEW QUESTION 56

The Accessible Education office needs to track accommodations made for students disability and accessibility needs. How should the consultant design the Salesforce environment to meet the requirement?

- A. Use the Behavior Response object.
- B. Leverage the Attribute object.
- C. Configure a custom object.
- D. Create custom fields on the Contact object.

Answer: B

Explanation:

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

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

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

NEW QUESTION 58

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 evocable action
- B. Data Cloud
- C. Data Processing Engine

Answer: B

Explanation:

? Data Integration and Analysis:

? Capabilities of Data Cloud:

? Implementation Steps:

References:

? Salesforce Documentation: Salesforce Data Cloud

NEW QUESTION 60

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

What should the consultant recommend?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 62

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

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

Answer: A

Explanation:

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

? Education Cloud Basics - Unit 5: Drive Adoption and Measure Success

? Salesforce Help: Chatter Overview

NEW QUESTION 65

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

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

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

Answer: B

Explanation:

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

? 1: Education Data Architecture Documentation - Salesforce1

? 2: EDA Object Reference - Salesforce4

? 3: EDA Object Reference - Salesforce4

NEW QUESTION 67

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

What is the integration direction between the systems?

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

Answer: C

Explanation:

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

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

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

NEW QUESTION 68

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

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

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

Answer: BC

Explanation:

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

References:

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

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

? https://trailhead.salesforce.com/en/content/learn/modules/k12_architecture_kit_basics

NEW QUESTION 69

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. References:

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

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

NEW QUESTION 71

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 73

The Admissions office sends 25 email 10 students slarty. The Director of needs to manage cohorts of prospective students and automate personalized emails. Which two solutions should the consultant recommend to meet the requirement? Choose 2 answers

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

Answer: AB

Explanation:

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

NEW QUESTION 75

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

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

Answer: B

Explanation:

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

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

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

NEW QUESTION 80

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. References:

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

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

NEW QUESTION 82

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

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

Answer: A

Explanation:

? Tracking Engagement and Hobbies:

? Setting Up Interest Tags:

? Utilizing Interest Tags:

? Implementation Steps: References:

? Salesforce Education Cloud Documentation: Interest Tags

NEW QUESTION 85

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

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

? <https://trailhead.salesforce.com/en/content/learn/modules/org-setup>

NEW QUESTION 90

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

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

Answer: C

Explanation:

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

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

NEW QUESTION 95

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.

NEW QUESTION 99

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.

References:

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

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

NEW QUESTION 102

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. References:

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

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

NEW QUESTION 105

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. References:

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

NEW QUESTION 107

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