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Question 1

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

Which two components should the consultant recommend to meet their needs?

Choose 2 answers

Options:

A) Success Plans

B) Path

C) Pathways

D) Plan Requirements

Answer:

C, D

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 2

Question Type: **MultipleChoice**

Major gift officers at an institution are feeling overwhelmed by the large set of portfolios they have 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 consultant recommend?

Options:

A) foundationConnect

B) Salesforce Inbox

C) Pardot

D) Marketing Cloud

Answer:

C

Explanation:

The consultant should recommend Pardot as a solution to meet the requirement of sending mass emails to constituents in their territories and automating donor prospect prioritization based on engagement and specified criteria for the major gift officers. Pardot is a product that allows users to create and manage personalized and targeted marketing campaigns for customers or prospects. Pardot can help the major gift officers send mass emails to constituents in their territories using features such as email templates, dynamic content, or email preference centers. Pardot can also help the major gift officers automate donor prospect prioritization based on engagement and specified criteria using features such as lead scoring, lead grading, or automation rules. foundationConnect, Salesforce Inbox, and

Marketing Cloud are not solutions that can meet the requirement of sending mass emails to constituents in their territories and automating donor prospect prioritization based on engagement and specified criteria for the major gift officers. Reference:

https://www.salesforce.com/products/pardot/overview/

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

Question 3

Question Type: MultipleChoice

A business school will implement Salesforce for its MBA recruitment and admissions.

Which two roles should participate in the Salesforce Center Excellence?

Choose 2 answers

Options:

A) President of the university

B) University technology vice president

C) Recruitment and admissions leader

D) Salesforce system admin

Answer:

C, D

Explanation:

The recruitment and admissions leader and the Salesforce system admin are two roles that should participate in the Salesforce Center of Excellence for the business school that will implement Salesforce for its MBA recruitment and admissions. A Salesforce Center of Excellence is a team or a group of stakeholders that provides guidance and support for Salesforce implementation and adoption across an organization. The recruitment and admissions leader is a role that represents the business unit or department that will use Salesforce for its processes and goals. The recruitment and admissions leader can participate in the Salesforce Center of Excellence by providing requirements, feedback, or sponsorship for the project. The Salesforce system admin is a role that manages and maintains the Salesforce environment for an organization. The Salesforce system admin can participate in the Salesforce Center of Excellence by configuring, customizing, or troubleshooting the solution, and providing training or documentation for end users.

Question 4

Question Type: MultipleChoice

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

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

Options:

A) Trailhead

B) Salesforce Trust website

C) Setup Menu

D) Partner Community

Answer:

B

Question 5

Question Type: MultipleChoice

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 their existing Salesforce environment.

What are two considerations the consultant should discuss with the institution?

Choose 2 answers

Options:

A) Use EDA record types for student contacts and lead management.

B) Person Accounts are unsupported in EDA.

C) Person Accounts can only be merged with Administrative Accounts.

D) A support ticket is required to disable Person Accounts.

Answer:

A, D

Explanation:

The consultant should discuss with the institution how they can use EDA record types for student contacts and lead management, and how a support ticket is required to disable Person Accounts, as two considerations for installing EDA in their existing Salesforce environment that has Person Accounts enabled. EDA record types are predefined record types that are available for the Contact and Lead objects in EDA. EDA record types can be used to categorize and manage different types of contacts and leads, such as students,

faculty, staff, alumni, or applicants. The institution can use EDA record types for student contacts and lead management instead of using Person Accounts. A support ticket is a request that users can submit to Salesforce Support to get assistance or guidance on various issues or tasks. A support ticket is required to disable Person Accounts, because this is a permanent and irreversible action that can affect data and functionality. The institution should submit a support ticket to disable Person Accounts before installing EDA, because Person Accounts are unsupported in EDA. Person Accounts being unsupported in EDA, or Person Accounts being able to only merge with Administrative Accounts, are not considerations for installing EDA in their existing Salesforce environment that has Person Accounts enabled. Reference:

https://powerofus.force.com/s/article/EDA-Record-Types

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

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

Question 6

Question Type: MultipleChoice

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

What are two key objects used with EDA?

Choose 2 answers.

Options:

A) Opportunity

B) Affiliation

C) Account

D) Attribute

Answer:

A, B

Question 7

Question Type: **MultipleChoice**

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 identity engaged prospects by matching them with event attendance, career interest, and credit completion towards an academic major.

Which two integration directions should the consultant recommend?

Choose 2 answers.

Options:

A) One-way integration between Marketing Cloud and the event system

B) One-way integration between Salesforce and Marketing Cloud

C) Two-way integration between the event system and Marketing Cloud

D) Two-way integration between the event system and Salesforce

Answer:

B, D

Explanation:

A one-way integration between Salesforce and Marketing Cloud and a two-way integration between the event system and Salesforce are two integration directions that the consultant should recommend to meet the requirement. A one-way integration between Salesforce and Marketing Cloud allows Career Services to use student data in Salesforce to segment and target prospects for email campaigns in Marketing Cloud. A two-way integration between the event system and Salesforce allows Career Services to sync event attendance data from the event system to Salesforce, and update student records in Salesforce with career interest and credit completion data. A one-way integration between Marketing Cloud and the event system, and a two-way integration between the event system and Marketing Cloud are not integration directions that can meet the requirement. 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 8

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 two communication examples should a consultant recommend?

Choose 2 answers

Options:

A) User contest

B) Post go-live recap

C) Teaser email

D) Project sponsor profile

Answer:

A, B

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.pdf

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

Question 9

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 three steps should the consultant recommend?

Choose 3 answers

Options:

A) Develop a Performance Testing Strategy.

B) Confirm the university has enough login licenses.

C) Identify areas that may impact governor limits.

D) Use a third-party testing automation tool.

E) Log a case with Salesforce Support to increase limits.

Answer:

A, C, E

Explanation:

The consultant should recommend to develop a performance testing strategy, identify areas that may impact governor limits, and log a case with Salesforce Support to increase limits as three steps to prepare for the large increase in users accessing the system at any one time. Developing a performance testing strategy means creating and executing tests that measure how the system performs under different scenarios and conditions, such as load testing or stress testing. Developing a performance testing strategy can help evaluate the system's reliability, scalability, and responsiveness when faced with high user demand. Identifying areas that may impact governor limits means finding and analyzing the code or processes that may consume excessive system resources or exceed the predefined limits set by Salesforce, such as CPU time limit or SOQL query.

Question 10

A university's Study Abroad office 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 which metrics to use to determine whether the implementation project is successful.

Which two metrics should the consultant recommend?

Choose 2 answers.

Options:

A) Percentage of staff logins each month

B) Volume of emails to the office

C) Time saved when creating business reports

D) Number of student phone inquiries

Answer:

B, C

Explanation:

The volume of emails to the office and the time saved when creating business reports are two metrics that the consultant can recommend to measure the success of the implementation project. These metrics can indicate how well Salesforce has streamlined the internal processes of the Study Abroad office, by reducing the need for manual communication and data entry, and by providing automated and accurate reports. The percentage of staff logins each month and the number of student phone inquiries are not good metrics to measure the success of the implementation project, because they do not reflect how well Salesforce has improved the efficiency and effectiveness of the office. Reference:

https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-basics-key-considerations

https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-basics-measure-success