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QUESTION 1

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

Correct Answer: C

QUESTION 2

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 eventattendance, career interest, and credit completion towards an academic major.

Which two integration directions should the consultant recommend?

Choose 2 answers.

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

B. One-way integrationbetween 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

Correct Answer: BD

QUESTION 3

Auniversity 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.

Correct Answer: C

QUESTION 4

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

A. User contest

B. Post go-live recap

C. Teaser email

D. Project sponsor profile

Correct Answer: BC

QUESTION 5

The Alumni Association is interested in using Education Cloud tosupport 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 Relationshipsto track alumni connections.

B. Use Grants Management to track alumni scholarships.

C. Install Insights Platform to understand alumni data.

D. Leverage a third-party app to support event management.

Correct Answer: AC

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