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QUESTION 1

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

Correct Answer: C

QUESTION 2

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

Correct Answer: B

QUESTION 3

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

Correct Answer: A

QUESTION 4

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.

Correct Answer: B

QUESTION 5

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

Correct Answer: A

QUESTION 6

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

Correct Answer: B

QUESTION 7

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

Correct Answer: D

QUESTION 8

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

Correct Answer: C

QUESTION 9

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

Correct Answer: A

QUESTION 10

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.

Correct Answer: A

QUESTION 11

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

Correct Answer: B

QUESTION 12

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.

Correct Answer: A

QUESTION 13

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.

Correct Answer: B

QUESTION 14

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

Correct Answer: C

QUESTION 15

A university joined the Open Source Commons and 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)

Correct Answer: C

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