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QUESTION 1

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

- 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.

Correct Answer: AB

QUESTION 2

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

Correct Answer: B

QUESTION 3

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

Correct Answer: B

QUESTION 4

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

Correct Answer: D

QUESTION 5

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.

Correct Answer: B

QUESTION 6

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

Correct Answer: C

QUESTION 7

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

Correct Answer: C

QUESTION 8

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?

- A. foundationConnect
- B. Salesforce Inbox
- C. Pardot
- D. Marketing Cloud

Correct Answer: D

QUESTION 9

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

Correct Answer: CD

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 two objects should the consultant use?

Choose 2 answers.

- A. Attribute
- B. Case
- C. Case Comment
- D. Behavior Response

Correct Answer: BD

QUESTION 11

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

Correct Answer: D

QUESTION 12

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 Lighting Platform Plus license.
- D. The business user case requires a full Salesforce license.

Correct Answer: D

QUESTION 13

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 and Community Sprints

Correct Answer: BC

QUESTION 14

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

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

Correct Answer: C

QUESTION 15

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

Correct Answer: C

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