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## Salesforce Certified Education Cloud Consultant Sample Questions (Q102-Q107):

### NEW QUESTION # 102

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

**Answer: C**

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 field<sup>1</sup>. 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 sector<sup>2</sup>.

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 organization<sup>2</sup>.

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 students<sup>1</sup>.

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 EDA<sup>3</sup>.

### NEW QUESTION # 103

The Advancement department wants to extend its Salesforce environment to support event management, including registration pages, ticketing, and agenda-building functionality. Which solution should the consultant recommend?

- A. Event Monitoring
- B. Elevate and Giving Pages
- C. App on the AppExchange
- D. Gift Entry Manager

**Answer: C**

Explanation:

An app on the AppExchange is a solution that the consultant can recommend to extend the Salesforce environment to support event management functionality. The AppExchange is a marketplace where customers can find apps that provide additional features and solutions for Salesforce. There are many apps on the AppExchange that offer event management capabilities, such as registration pages, ticketing, and agenda-building. The consultant can help the Advancement department choose an app that meets their needs

and budget. Elevate and Giving Pages, Gift Entry Manager, and Event Monitoring are not solutions that can provide event management functionality. Reference:

<https://appexchange.salesforce.com/appxStore?type=App&keyword=event%20management>

<https://www.salesforce.org/blog/event-management-apps-for-nonprofits-and-higher-ed/>

#### NEW QUESTION # 104

A university is interested in the Student Success Hub Tableau Accelerator. Which object should the consultant ensure there is data?

- A. Appointment attendee
- B. Behavior Incident
- C. Availability Topic

**Answer: A**

Explanation:

The consultant should ensure that there is data in the Appointment attendee object for the Student Success Hub Tableau Accelerator, because it tracks the attendance and outcomes of appointments between students and advisors. The Availability Topic object defines the topics that advisors can offer appointments for, but it does not track appointment data. The Behavior Incident object tracks the incidents and interventions related to student behavior, not appointments. Reference:

[https://help.salesforce.com/s/articleView?id=sf.ssh\\_tableau\\_accelerator.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.ssh_tableau_accelerator.htm&type=5)

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#### NEW QUESTION # 105

A system admin has an idea for a custom solution for their org and thinks it might be useful to others as well. The system admin discusses it with colleagues from two other schools. They are excited about the system admin's idea and offer to help.

What should the system admin consider doing as a next step?

- A. Download and install the project from GitHub.
- B. Ask colleagues to sign a nondisclosure agreement.
- C. Join the Open Source Commons & Community Sprints group
- D. Post the idea in the Trailblazer Idea Exchange.

**Answer: C**

Explanation:

The system admin should consider joining the Open Source Commons & Community Sprints group in the Power of Us Hub as a next step for their custom solution idea. The Open Source Commons & Community Sprints 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 Open Source Commons & Community Sprints group provides access to resources, events, discussions, and opportunities related to various open source projects, such as EDA, NPSP, CumulusCI, or Metecho. The system admin can join the group and share their idea with other users who may want to collaborate on it or provide feedback. Posting the idea in the Trailblazer Idea Exchange, downloading and installing the project from GitHub, or asking colleagues to sign a nondisclosure agreement are not next steps that the system admin should consider for their custom solution idea. Reference:

<https://powerofus.force.com/s/group/0F980000000CjQOCA0/sfdo-open-source-contributors>

<https://www.salesforce.org/open-source-commons/>

#### NEW QUESTION # 106

The School of Engineering is interested in a Salesforce email marketing tool that scores email activity from campaigns and mass communications, as well as individual emails sent from recruiters. Recruiters want the flexibility to send emails from their Outlook account or from Salesforce. The marketing director wants recruiters to use branded email templates.

Which solution should the consultant recommend?

- A. Email Studio and Salesforce Inbox
- B. Account Engagement and Salesforce Inbox
- C. Account Engagement and Salesforce Engage

**Answer: A**

Explanation:

Email Studio is a Salesforce email marketing tool that allows users to create, send, and track personalized email campaigns and mass communications<sup>1</sup>. Email Studio also provides features such as email scoring, which measures the engagement level of each email recipient based on their actions, such as opening, clicking, or unsubscribing<sup>2</sup>. Salesforce Inbox is a Salesforce tool that integrates email applications such as Outlook with Salesforce, allowing users to access CRM data and features from their email inbox<sup>3</sup>. Salesforce Inbox also enables users to send emails from their Outlook account or from Salesforce using branded email templates<sup>4</sup>. Account Engagement is a Salesforce tool that provides insights and recommendations for sales reps to engage with their accounts based on AI analysis of email activity, web activity, and CRM data<sup>5</sup>. However, Account Engagement is not an email marketing tool that can score email activity from campaigns and mass communications. Salesforce Engage is a Salesforce tool that allows users to create personalized email campaigns using Marketing Cloud templates and track the responses in real time<sup>6</sup>. However, Salesforce Engage does not integrate with Outlook or allow users to send emails from their email inbox.

Reference:

- 1: Email Studio Overview - Salesforce
- 2: Email Scoring Basics - Salesforce
- 3: Salesforce Inbox Overview - Salesforce
- 4: Use Email Templates in Inbox - Salesforce
- 5: Account Engagement Overview - Salesforce
- 6: Engage Campaigns Overview - Salesforce

## NEW QUESTION # 107

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Authors Murat Erder, Pierre Pureur, and Eoin Woods have taken their ED-Con-101 extensive software architecture experience and applied it to the practical aspects of software architecture in real-world environments.

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