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Salesforce Certified Education Cloud Consultant Sample Questions (Q127-Q132):

NEW QUESTION # 127

The IT department at a university is evaluating open source solutions for student recruitment. Which consideration should the consultant discuss with the department?

- A. The code is maintained by Salesforce developers.
- B. The code is updated via Salesforce Releases.
- C. The code is directly accessible.

Answer: C

Explanation:

The consultant should discuss with the IT department that the code of open source solutions is directly accessible, which means that they can view, modify, and customize it according to their needs. However, this also means that they are responsible for maintaining

and updating the code, as well as ensuring its security and compatibility. The code of open source solutions is not maintained by Salesforce developers or updated via Salesforce Releases. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/open-source-commons/open-source-basics>

<https://trailhead.salesforce.com/en/content/learn/modules/open-source-commons/open-source-projects>

NEW QUESTION # 128

A primary school has switched to remote learning and wants to track student well-being, technology needs, and various family situations needing attention.

Which Education Cloud solution meets this requirement?

- **A. Student Success Hub**
- B. Admissions Connect
- C. Pathways
- D. K-12 Architecture Kit

Answer: A

Explanation:

Student Success Hub is a solution that enables schools to provide holistic support for students and families, especially in remote learning scenarios. It allows schools to create and track interventions, referrals, and services for students based on their needs and goals. It also provides dashboards and reports to monitor student progress and outcomes. Student Success Hub is built on top of the Education Data Architecture (EDA) and leverages the Program Management Module (PMM) and the Case Management Module (CMM) to deliver a comprehensive student support system. Reference:

Student Success Hub

Student Success Hub Implementation Guide

Student Success Hub Trailhead Module

NEW QUESTION # 129

University Investment Services (UIS) is an internal department that manages the university endowment through financial investments. It operates independently of the university and only works with investment companies and financial institutions. UIS is interested in a CRM that will track investment companies, its company Contacts, Leads, Opportunities, and Activities.

Which solution should the consultant recommend?

- A. Sales Cloud
- B. Education Data Architecture
- **C. Financial Services Cloud**

Answer: C

Explanation:

Financial Services Cloud is a Salesforce solution that is designed for the financial services industry, including wealth and asset management, banking, and insurance¹. Financial Services Cloud provides features and functionality that are tailored to the needs of UIS, such as:

Tracking investment companies and their contacts as financial accounts and account members².

Managing leads, opportunities, and activities with standard Salesforce objects and tools³.

Leveraging Einstein AI to surface insights and recommendations for investment opportunities⁴.

Integrating with core financial systems and data sources using prebuilt connectors and accelerators⁵.

Sales Cloud is a general-purpose CRM solution that does not have the specific features and functionality for the financial services industry⁶. Education Data Architecture (EDA) is a Salesforce solution that is designed for the education sector, including K-12 and higher education institutions⁷. EDA does not have the specific features and functionality for the financial services industry either.

Reference:

1: Financial Services Cloud Overview - Salesforce⁸

2: Financial Services Cloud Data Model - Salesforce

3: Financial Services Cloud User Guide - Salesforce

4: Einstein for Financial Services Cloud - Salesforce

5: Financial Services Cloud Integration Guide - Salesforce

6: Sales Cloud Overview - Salesforce

7: Education Data Architecture Overview - Salesforce

NEW QUESTION # 130

A university needs an email marketing tool that all program staff can use for mass communications. Program staff need to send emails that list missing application items to students. The items are stored on a custom object in Salesforce. It is important that program staff only have access to their own department's marketing materials, leads, prospects, and templates.

Which solution should the consultant recommend?

- A. Salesforce Mass Email
- **B. Marketing Cloud**
- C. Digital Engagement Messaging
- D. Custom automation with an email alert

Answer: B

Explanation:

Marketing Cloud is a solution that the consultant can recommend to meet the requirement of providing an email marketing tool that all program staff can use for mass communications, and that can send emails that list missing application items to students. Marketing Cloud is a product that allows users to create and manage personalized and targeted email campaigns for customers or prospects. Marketing Cloud also integrates with Salesforce, so users can leverage their CRM data to segment and customize their email messages. Marketing Cloud also provides features such as Business Units and Roles, which can help control access to data, content, subscribers, reports, and settings for each program staff. Salesforce Mass Email, custom automation with an email alert, and Digital Engagement Messaging are not solutions that can meet the requirement of providing an email marketing tool that all program staff can use for mass communications, and that can send emails that list missing application items to students. Reference:

<https://www.salesforce.com/products/marketing-cloud/overview/>

<https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-basics>

NEW QUESTION # 131

An Admissions office is interested in evaluating historical trends of its applicants to get greater insights on its applications yield and melt.

What should the consultant advise?

- A. Leverage the existing sample reports.
- B. Create a custom report type.
- **C. Use the Admissions Connect Tableau Accelerator.**

Answer: C

Explanation:

The consultant should advise to use the Admissions Connect Tableau Accelerator to evaluate historical trends of its applicants and get greater insights on its applications yield and melt for the Admissions office. The Admissions Connect Tableau Accelerator is a tool that provides pre-built dashboards and reports for Admissions Connect users to analyze their data and metrics. The Admissions Connect Tableau Accelerator can help the Admissions office evaluate historical trends of its applicants and get greater insights on its applications yield and melt by using features such as funnel analysis, cohort analysis, or geographic analysis. Leveraging the existing sample reports, creating a custom report type, or using Data Studio to process old data are not ways to evaluate historical trends of its applicants and get greater insights on its applications yield and melt for the Admissions office. Reference:

<https://www.salesforce.org/products/admissions-connect/overview/>

<https://www.salesforce.org/wp-content/uploads/2021/06/Salesforce.org-Admissions-Connect-Tableau-Accelerator.pdf>

NEW QUESTION # 132

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