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## Salesforce Certified Education Cloud Consultant Sample Questions (Q155-Q160):

### NEW QUESTION # 155

The Recruitment and Admissions office wants to use Salesforce to track prospective students, recruitment events, student applications, digital engagement, and interactions with prospects on their mobile devices. Prospective students communicate via SMS on their mobile devices, social media, and email.

Which solution should the consultant recommend?

- A. Activity timeline
- B. Salesforce Maps
- C. Einstein Bots

**Answer: C**

Explanation:

Einstein Bots are chatbots that can automate conversations with prospective students on various channels, such as SMS, social media, and email. They can provide information, answer questions, collect data, and hand off the conversation to a human agent if needed. Einstein Bots can help the Recruitment and Admissions office to track digital engagement and interactions with prospects on their mobile devices, and improve the student experience<sup>12</sup>. Salesforce Maps is a location intelligence solution that helps sales and service teams optimize their territories, routes, and schedules<sup>3</sup>. Activity timeline is a feature that displays a chronological list of activities related to a record, such as calls, emails, meetings, and tasks<sup>4</sup>. Neither of these solutions are directly relevant to the scenario described in the question.

#### NEW QUESTION # 156

Which object should be configured for all student and support staff interactions, activities, and assigned support staff?

- A. Account
- B. Relationships
- C. Advising Pools
- D. Case

**Answer: D**

Explanation:

Case is an object that should be configured for all student and support staff interactions, activities, and assigned support staff. Case is an object that represents a request or an issue that requires resolution or assistance from an organization. Case can be used to track various information about a student's request or issue, such as status, priority, category, or resolution. The consultant can configure Case for all student and support staff interactions, activities, and assigned support staff using features such as Case Assignment Rules, Case Escalation Rules, or Case Teams. Relationships, Account, and Advising Pools are not objects that should be configured for all student and support staff interactions, activities, and assigned support staff. Reference:

[https://help.salesforce.com/s/articleView?id=sf.cases\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.cases_overview.htm&type=5)

[https://trailhead.salesforce.com/en/content/learn/modules/service\\_basics/service\\_basics\\_cases](https://trailhead.salesforce.com/en/content/learn/modules/service_basics/service_basics_cases)

#### NEW QUESTION # 157

A Recruitment department wants to centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp.

Which solution should the consultant recommend?

- A. Admissions Connect
- B. Student Success Bots
- C. Slack

**Answer: A**

Explanation:

The consultant should recommend Admissions Connect as a solution to centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp for the Recruitment department. Admissions Connect is a product that allows users to manage the entire student recruitment and admissions lifecycle, from prospecting to enrollment. Admissions Connect can help the Recruitment department centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp by using features such as Campaigns, Applications, Application Reviews, or OmniStudio. The consultant can also leverage other tools such as Marketing Cloud or Social Studio to integrate Admissions Connect with social channels like WhatsApp. Slack, Student Success Bots, or Einstein Bots are not solutions that can centralize its recruitment efforts and application operations, and engage with students through social channels like WhatsApp for the Recruitment department.

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 # 158

A Career Services department plans to implement Salesforce. The consultant is preparing for the discovery session with the director and advising staff.

Which question should the consultant ask during the discovery session?

- A. What is the estimated project budget?
- **B. What are the success metrics for the project?**
- C. Which users need system admin access?

**Answer: B**

Explanation:

The consultant should ask about the success metrics for the project to understand the goals and expectations of the Career Services department and how to measure them. This will help the consultant design a solution that aligns with the department's vision and needs. Which users need system admin access and what is the estimated project budget are questions that can be asked later in the project planning or execution phase, not during the discovery session. Reference:

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

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

### NEW QUESTION # 159

What should a consultant recommend to a university that wants a successful Data Governance committee?

- **A. Use RACI matrix to define member roles.**
- B. Refer committee members to Trailhead.
- C. Create a Center of Excellence queue.
- D. Set up a Salesforce Adoption Dashboard.

**Answer: A**

Explanation:

The consultant should recommend to use a RACI matrix to define member roles for a university that wants a successful Data Governance committee. A RACI matrix is a tool that clarifies the roles and responsibilities of different stakeholders in a project or a process, using four categories: Responsible, Accountable, Consulted, and Informed. A RACI matrix can help the university have a successful Data Governance committee by defining and communicating who is responsible for making decisions, who is accountable for ensuring quality and compliance, who is consulted for providing input or feedback, and who is informed about the outcomes or changes related to data governance. Creating a Center of Excellence queue, setting up a Salesforce Adoption Dashboard, or referring committee members to Trailhead are not recommendations for a university that wants a successful Data Governance committee. Reference:

[https://www.salesforce.org/wp-content/uploads/2019/03/Education\\_Cloud\\_COE\\_Guide.pdf](https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf)

<https://trailhead.salesforce.com/en/content/learn/modules/project-management-basics/project-management-basics-raci>

### NEW QUESTION # 160

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