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WEEK 2 - Learning Theories

I. BEHAVIORAL THEORY

- behaviorism, also known as behavioral psychology, is a theory of learning which states all behaviors are learned through interaction with the environment through a process called conditioning. Thus, behavior is simply a response to environmental stimuli.

- JOHN B. WATSON - Stimulus-Response Theory

3 Major Types of Behavioral Learning



1. CLASSICAL/RESPONDENT CONDITIONING

- classical conditioning is a learning process in which an association is made between a previously neutral stimulus and a stimulus that naturally evokes a response.

- an example in the classical conditioning (Pavlov's classic experiment)

RESPONDENT CONDITIONING

1. Classical/ Pavlovian Conditioning

- A process which influences the acquisition of new responses to environmental stimuli

2. Systematic desensitization

- based on the principle that repeated and gradual exposure to fear-inducing stimulus under relaxed and non-threatening circumstances will give the patient that sense of security

3. Stimulus generalization

- is the tendency to apply to other similar stimuli what was initially learned



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Salesforce Certified Nonprofit Cloud Consultant (NPC) Sample Questions (Q41-Q46):

NEW QUESTION # 41

A nonprofit organization wants to customize the Gift Entry process in Nonprofit Cloud. Which features can be cloned and used in place of the standard version?

- A. Fundraising Invocable Actions
- B. Fundraising Lightning Web Components
- C. Fundraising Flows

Answer: C

Explanation:

The Gift Entry process in Nonprofit Cloud is designed to be flexible and extensible. Salesforce provides a set of standard Screen Flows that handle the user interface and logic for entering single gifts or batches of gifts.

For a consultant, the primary way to customize the "user experience" of gift entry without writing custom code is to leverage Salesforce Flow.

Customization Steps:

* Locate Standard Flows: The consultant goes to Setup > Flows and finds the standard templates provided for Fundraising (e.g., the flow that powers the "New Gift" button).

* Clone the Flow: Because standard flows provided by Salesforce are often protected or intended to be templates, the consultant clones the flow to create a "Save As" version.

* Modify Logic and Fields: In the cloned flow, the consultant can add custom validation logic, remove unnecessary fields to simplify the UI for data entry clerks, or add a specific step to capture "Custom Metadata" unique to the organization's needs.

* Activate and Override: Once the custom flow is active, the consultant updates the Action Buttons or Lightning Pages to point to the new custom flow instead of the standard one.

Why other options are incorrect:

* Invocable Actions (Option A): These are modular pieces of Apex code that perform specific tasks (like "Calculate Tax"). While they can be used inside a flow, they cannot be "cloned" in the same way a flow can; they are fixed logic provided by the system.

* Lightning Web Components (Option C): While LWCs can be custom-built, the standard NPC components (like the Gift Entry table) are managed by Salesforce and are not "clonable" by a consultant in the Setup menu. Cloned Flows provide the highest degree of declarative customization for the gift entry workflow.

NEW QUESTION # 42

A nonprofit wants to send an event cancellation notice to 150 Salesforce contacts without a separate email service provider. It wants to manage bounces, resend the notice as needed, and view the send history on the Contact record. Which option should a consultant recommend to meet the requirements?

- A. Account Engagement
- B. Send List Email
- C. Elevate
- D. Email-to-Case

Answer: B

NEW QUESTION # 43

A nonprofit fundraiser notices that some of the NPSP calculated donation summary fields on the Contact and Account records are displaying incorrect values when compared to the donations recorded for each donor.

What are three items the consultant should review to troubleshoot the issue? (Choose 3)

- A. Opportunity Stages
- B. NPSP Health Check²⁷
- C. Customizable Rollups
- D. Campaign Hierarchy²⁸

- E. Salesforce Optimizer report

Answer: A,B,C

Explanation:

When donor totals (e.g., "Total Gifts This Year") are incorrect, the consultant must investigate the logic that aggregates those numbers. In NPSP, this involves a combination of configuration settings and system health tools.

Three Critical Areas to Troubleshoot:

- * Customizable Rollups (B): This is the engine that calculates the totals. The consultant should check if the Filter Groups are correctly defined. For example, if a rollup is set to only count "Individual" gifts but the missing gifts are marked as "Major Gifts," the filter logic is the culprit.
- * Opportunity Stages (C): NPSP rollups only include donations that are in a "Closed/Won" state. If the organization created a custom stage (e.g., "Received - Awaiting Acknowledgment") but didn't mark that stage as "Won" in the Stage picklist settings, those gifts will be ignored by the rollup engine.
- * NPSP Health Check (D): This is the first place a consultant should look for system-wide issues. The Health Check will identify if the nightly rollup batch job is failing, if there are orphaned records, or if there are "Data Integrity" issues (like an Opportunity without an Account) that prevent the rollups from processing successfully.

Why other options are incorrect:

- * Salesforce Optimizer (Option A): This is a general org health tool (checking limits, unused fields, etc.) and does not have the nonprofit-specific logic needed to troubleshoot NPSP rollups.
- * Campaign Hierarchy (Option E): While hierarchies help with campaign reporting, they do not impact the "hard credit" rollups on Account and Contact records.

NEW QUESTION # 44

A nonprofit organization wants to produce gift acknowledgement letters by using predefined Nonprofit Cloud templates. What should be added to the page layouts?

- A. The Generate Document button
- B. A FlexCard
- C. The Create Summary button

Answer: A

Explanation:

In Nonprofit Cloud for Fundraising, the acknowledgment process is integrated with the OmniStudio Document Generation engine. To allow users to trigger the creation of a letter directly from a donor's record or a specific transaction, a specific action must be available on the interface.

Step-by-Step UI Configuration:

- * Identify the Object: Acknowledgments are typically generated from the Gift Transaction record (for individual gifts) or the Person Account record (for summaries).
- * Page Layout / Lightning App Builder: The consultant navigates to the record page in the Lightning App Builder.
- * Add the Action: The consultant adds the standard Generate Document button (or "Quick Action") to the Highlights Panel or the Actions section of the page.
- * Workflow Interaction: When a fundraiser clicks the Generate Document button, a modal opens that allows them to:
 - * Select from the predefined Nonprofit Cloud templates (e.g., "Standard Thank You" or "Year- End Tax Receipt").
 - * Choose the output format (PDF or Word).
 - * Preview the document with live donor data merged.
- * Completion: Once the document is generated, the system can automatically update the "Acknowledgment Status" on the Gift Transaction record, ensuring the data remains accurate.

Why other options are incorrect:

- * Create Summary (Option A): This button is typically used for generating internal summaries or record descriptions, not for external-facing document generation based on templates.
- * FlexCard (Option B): While a FlexCard can display information visually, it is not the mechanism used to produce a downloadable or printable letter. The Generate Document button is the specific functional trigger for the DocGen engine in NPC.

NEW QUESTION # 45

A nonprofit organization provides direct care services to clients based on their individual needs. The process for clients to begin receiving services includes meeting with a caseworker for an intake evaluation that includes a series of questions to determine the client's needs and assets. Which Salesforce Industries feature can be used to create an efficient intake process?

- A. Actionable Lists
- B. Interaction Summaries
- C. Dynamic Assessments

Answer: C

Explanation:

For organizations delivering personalized social services, the intake evaluation is the most critical touchpoint.

To manage this efficiently, Salesforce Nonprofit Cloud utilizes Dynamic Assessments, a feature built upon the Discovery Framework and OmniStudio (specifically OmniScript).

Unlike a static form, a Dynamic Assessment allows a caseworker to navigate a "branching" path of questions.

If a client answers "Yes" to a question about housing instability, the system can automatically trigger a sub-section of questions regarding shelter history. If they answer "No," those questions remain hidden, reducing

"form fatigue" and ensuring the intake is as fast and relevant as possible.

Step-by-Step Implementation for the Consultant:

* Define Assessment Questions: Using the Discovery Framework, the consultant creates a library of individual questions (e.g., "Do you have dependable transportation?"). These questions are modular and can be reused across different intake forms.

* Build the OmniScript: The consultant uses the OmniScript Designer to arrange these questions. This is where the Conditional Logic is applied (e.g., "Set Element Visibility" based on prior answers).

* Map to Objects: Through DataRaptors or Integration Procedures, the consultant ensures that the data captured during the assessment is automatically pushed into the correct Salesforce objects, such as Person Accounts, Case Proceedings, or Life Events.

* Action Plan Integration: Often, the completion of a Dynamic Assessment is linked to an Action Plan, which might automatically generate a "Welcome Kit" task or a "Referral" based on the needs identified during intake.

By using Dynamic Assessments, the nonprofit ensures a standardized, compliant, and data-driven intake process that captures a 360-degree view of the client's assets and barriers to success without requiring the caseworker to navigate through irrelevant fields.

NEW QUESTION # 46

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