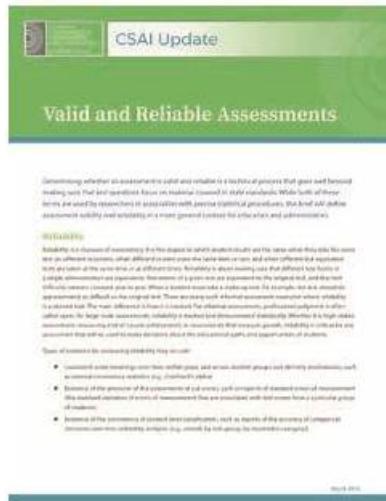


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## Salesforce Certified Education Cloud Consultant Sample Questions (Q55-Q60):

### NEW QUESTION # 55

A consultant needs to migrate information from a university's legacy system and reference the corresponding Education Data Architecture (EDA) objects and fields in Salesforce.

What should the consultant reference to complete this task?

- A. Data Loader
- B. Lightning Connect
- C. EDA Data Dictionary
- D. EDA Settings

**Answer: C**

Explanation:

The EDA Data Dictionary is a document that provides information about the EDA objects and fields, and how they relate to each other. The consultant can reference this document to map the information from the legacy system to the corresponding EDA objects and fields in Salesforce. The other options are not documents that can help the consultant complete this task. Reference: <https://powerofus.force.com/s/article/EDA-Data-Dictionary>

### NEW QUESTION # 56

A university wants a Salesforce solution that manages student applications and application reviewer assignments.

Which solution should the consultant recommend?

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

**Answer: D**

Explanation:

Admissions Connect is a solution that the consultant can recommend to meet the requirement of managing student applications and application reviewer assignments. Admissions Connect is a solution that extends EDA to meet the needs of higher education admissions and enrollment. Admissions Connect provides features such as online application management, application review, decision delivery, and reviewer assignments. The consultant can help the university configure and customize Admissions Connect to support their recruitment and admissions processes. Program Management Module, Case Management, and Student Success Hub are not solutions that can manage student applications and application reviewer assignments. Reference:

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

<https://trailhead.salesforce.com/en/content/learn/modules/admissions-connect-basics>

### NEW QUESTION # 57

A university's marketing department works on email campaigns for advancement. It wants to measure campaign effectiveness, return on investment, and Opportunity conversion using standard Salesforce functionality.

What should the consultant recommend to meet this requirement?

- A. Campaign influence
- B. Parent campaigns
- C. Campaign hierarchy
- D. Campaign member

**Answer: A**

Explanation:

Campaign influence is a feature that the consultant can recommend to measure campaign effectiveness, return on investment, and Opportunity conversion using standard Salesforce functionality. Campaign influence allows the marketing department to track how multiple campaigns have influenced an Opportunity, and assign a percentage of credit to each campaign. Campaign influence also provides reports and dashboards that show the impact of campaigns on revenue and pipeline. Campaign member, parent campaigns,

and campaign hierarchy are not features that can measure campaign effectiveness, return on investment, and Opportunity conversion. Reference:

[https://help.salesforce.com/s/articleView?id=sf.campaigns\\_influence.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.campaigns_influence.htm&type=5)

<https://trailhead.salesforce.com/en/content/learn/modules/campaign-basics/campaign-basics-influence>

### NEW QUESTION # 58

University Advancement staff are required to authenticate to internal systems both by logging in with a username and password and by authenticating via an app on their phone.

Which identity management feature should the consultant recommend to meet this requirement?

- A. Single sign-on
- B. Connected apps
- **C. Multi-factor authentication**
- D. Social sign-on

**Answer: C**

Explanation:

Multi-factor authentication is an identity management feature that the consultant can recommend to meet the requirement of authenticating to internal systems both by logging in with a username and password and by authenticating via an app on their phone. Multi-factor authentication is a feature that adds an extra layer of security to the login process by requiring users to verify their identity using a second factor, such as a mobile app, a security key, or an email link. Multi-factor authentication can help prevent unauthorized access and protect sensitive data. Single sign-on, connected apps, and social sign-on are not identity management features that require users to authenticate to internal systems both by logging in with a username and password and by authenticating via an app on their phone. Reference:

[https://help.salesforce.com/s/articleView?id=sf.identity\\_mfa.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.identity_mfa.htm&type=5)

[https://trailhead.salesforce.com/en/content/learn/modules/identity\\_login/identity\\_login\\_mfa](https://trailhead.salesforce.com/en/content/learn/modules/identity_login/identity_login_mfa)

### NEW QUESTION # 59

A university plans to implement Salesforce. The project lead is drafting a communication plan and has asked the consultant to provide examples of communications to send after implementation.

Which communication example should a consultant recommend?

- A. Teaser email
- B. Project sponsor profile
- **C. User contest**

**Answer: C**

Explanation:

User contest and post go-live recap are two communication examples that the consultant can recommend to send after implementation. User contest is a type of communication that encourages users to participate in a competition or a challenge related to using Salesforce, such as completing a certain number of tasks, earning badges on Trailhead, or submitting feedback or ideas. User contest can help increase user engagement, adoption, and satisfaction with Salesforce. Post go-live recap is a type of communication that summarizes the results and outcomes of the implementation project, such as key achievements, lessons learned, success stories, or next steps. Post go-live recap can help celebrate the project completion, acknowledge the project team and stakeholders, and provide guidance for future improvements. Teaser email and project sponsor profile are two communication examples that the consultant can recommend to send before implementation. 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/change\\_management/change\\_management\\_communicate](https://trailhead.salesforce.com/en/content/learn/modules/change_management/change_management_communicate)

### NEW QUESTION # 60

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