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Salesforce Certified Education Cloud Consultant Sample Questions (Q37-Q42):

NEW QUESTION # 37

Where should the consultant go to configure Primary Affiliation fields on the Contact record in the Education Data Architecture (EDA)?

- A. Affiliation Sharing Rules
- B. Field Sets for Affiliations
- C. Affiliation TDTM records
- **D. Affiliation Mappings**

Answer: D

Explanation:

Affiliation Mappings are used to automatically create and populate the Primary Affiliation field on the Contact record based on the Account record type of the related Affiliation. For example, if a Contact has an Affiliation with an Account of record type "Academic Program", the Primary Affiliation field on the Contact record will be populated with that Account name. The consultant

can go to Affiliation Mappings in EDA Settings to configure which Account record types should trigger this behavior and which fields should be used to store the Primary Affiliation. Reference:

Education Data Architecture Basics - Unit 3: Affiliations and Relationships EDA Documentation - Affiliation Mappings

NEW QUESTION # 38

Major gift officers at an institution are feeling overwhelmed by the large set of portfolios they have to manage. They want to send mass emails to constituents in their territories and automate donor prospect prioritization based on engagement and specified criteria.

Which solution should a consultant recommend?

- A. Salesforce Engage
- **B. Salesforce Inbox**
- C. Account Engagement

Answer: B

Explanation:

Salesforce Inbox is a solution that a consultant can recommend to major gift officers who want to send mass emails to constituents in their territories and automate donor prospect prioritization based on engagement and specified criteria. Salesforce Inbox integrates email and calendar with Salesforce, allowing users to track email opens, clicks, and replies, sync events and tasks, and create and update records from their inbox. Salesforce Inbox also supports Einstein Activity Capture, which automatically logs email and calendar activity to the relevant records in Salesforce, and Einstein Lead Scoring, which assigns a score to each lead based on their profile and behavior². Salesforce Inbox can help major gift officers save time, increase productivity, and focus on the most promising prospects.

Account Engagement and Salesforce Engage are not valid solutions for this scenario. Account Engagement is a feature of Education Cloud that allows users to score and grade accounts based on their engagement and fit with the institution³. However, Account Engagement does not support mass email or automation of donor prospect prioritization. Salesforce Engage is a feature of Pardot that allows users to send personalized emails to prospects and track their interactions⁴. However, Salesforce Engage is not designed for nonprofit or education use cases, and it requires a Pardot license.

NEW QUESTION # 39

A help desk at a large university wants to track and measure average resolution times and escalations associated with student requests for password resets.

Which solution should a consultant recommend?

- A. Salesforce Identity
- B. Einstein Next Best Action
- C. Digital Engagement
- **D. Service Cloud**

Answer: D

Explanation:

Service Cloud is a solution that the consultant can recommend to track and measure average resolution times and escalations associated with student requests for password resets. Service Cloud allows the help desk to create, manage, and resolve cases that represent student issues or problems. Service Cloud also provides reports and dashboards that show key metrics such as resolution time, escalation rate, and customer satisfaction. Salesforce Identity, Digital Engagement, and Einstein Next Best Action are not solutions that can track and measure average resolution times and escalations associated with student requests for password resets.

Reference:

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

https://trailhead.salesforce.com/en/content/learn/modules/service_cloud_basics

NEW QUESTION # 40

A university Advancement office uses the Education data Architecture (EDA).

Which EDA functionality should the Advancement office use to track historical data for targeted outreach and donation opportunities?

- A. Relationship

- B. Attribute
- C. Affiliation

Answer: C

Explanation:

Tracking Historical Data with EDA:

The Affiliation object in EDA is used to track historical data related to relationships between individuals and organizations (such as alumni and the university).

Using Affiliations for Targeted Outreach:

Create Affiliations: Set up affiliations for alumni to capture historical data such as past donations, engagement activities, and more.

Targeted Outreach: Use the data from affiliations to segment alumni for targeted outreach and donation opportunities.

Implementation Steps:

Configure Affiliations: Ensure that the Affiliation object is configured correctly to capture the necessary historical data.

Data Entry: Enter historical data into the Affiliation records.

Reporting and Analysis: Create reports and dashboards to analyze affiliation data and identify potential outreach opportunities.

Reference:

Salesforce EDA Documentation: Affiliations

NEW QUESTION # 41

The career center at a university plans to use Student Success Hub and is preparing to import student data.

In which order should the data be imported?

- A. Account, Term, Program Enrollment, and Course records
- B. Course, Course Offering, Program Plan, and Affiliation records
- C. Account, Term, Course, and Course Offering records

Answer: A

Explanation:

The data should be imported in the order of Account, Term, Program Enrollment, and Course records for the career center that plans to use Student Success Hub and is preparing to import student data. The order of data import is important to ensure that the data is consistent and accurate in Salesforce and that the relationships between the objects are maintained. The data should be imported in the order of Account, Term, Program Enrollment, and Course records because these objects have dependencies or lookups to each other. For example, a Program Enrollment record has a lookup to an Account record and a Term record, and a Course record has a lookup to a Term record. Importing the data in this order can help avoid errors or missing data. Course, Course Offering, Program Plan, and Affiliation records or Account, Term, Course, and Course Offering records are not correct orders of data import for the career center that plans to use Student Success Hub and is preparing to import student data.

Reference:

<https://powerofus.force.com/s/article/EDA-Data-Import>

<https://powerofus.force.com/s/article/EDA-Program-Enrollments>

NEW QUESTION # 42

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