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#### QUESTION 1

A CRM committee for a university has asked a consultant about the major release cadence of Salesforce.org and Salesforce.com platform enhancements.

When are Salesforce.org releases?

- A. Approximately two weeks after Salesforce.com releases
- B. Approximately one month before Salesforce.com releases
- C. Approximately two weeks before Salesforce.com releases
- D. Approximately one month after Salesforce.com releases

Correct Answer: D

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#### QUESTION 2

A school is considering leveraging Student Success Hub. Which operational requirement should the consultant confirm?

- A. Einstein Bots must be enabled prior to installing Student Success Hub.
- B. Student Success Hub requires Education Data Architecture (EDA).
- C. Read, Create and Edit access to Contacts, Accounts, and Cases is required.
- D. Student Success Hub requires the K-12 Architecture Kit.

Correct Answer: B

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#### QUESTION 3

A college has a standard Salesforce environment and wants to use Student Success Hub for its undergraduate advising. What is required to use Student Success Hub?

- A. Education Data Architecture
- B. Customer Community license
- C. Pathways
- D. Field Service

Correct Answer: A

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#### QUESTION 4

A university is implementing Advisor Link and needs to test the integration with its Student Information System (SIS), and provide

training space for advisors. The university needs access to some of the data from the production org for the advisor training.

Which two types of sandboxes meet this use case?

Choose 2 answers

- A. Developer Sandbox
- B. Developer Pro Sandbox
- C. Full Sandbox
- D. Partial Sandbox

Correct Answer: CD

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#### QUESTION 5

A consultant is enabling Course Connections for the first time in the Education Data Architecture. What should the consultant do first?

- A. Run Course Connections Backfill.
- B. Set up Course Offering Schedule.
- C. Disable Course Enrollments.
- D. Set Record Types for Course Connections.

Correct Answer: A

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#### QUESTION 6

Career Services uses a separate event management system for its employment events attendance and registration, and Marketing cloud to promote the event. It wants to integrate student data in Salesforce to identify engaged prospects by matching them with event attendance, career interest, and credit completion towards an academic major.

Which two integration directions should the consultant recommend?

Choose 2 answers.

- A. One-way integration between Marketing Cloud and the event system
- B. One-way integration between Salesforce and Marketing Cloud
- C. Two-way integration between the event system and Marketing Cloud

D. Two-way integration between the event system and Salesforce

Correct Answer: BD

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#### QUESTION 7

A university's IT department uses a version control-based process for its system development and enhancement. The department wants to test the new features the consultant has configured in a dedicated, short term Salesforce environment.

What should the consultant use to meet the requirement?

- A. Scratch org
- B. Developer Edition org
- C. Full sandbox
- D. Partial Copy sandbox

Correct Answer: A

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#### QUESTION 8

A college wants to create a resource for its Center of Excellence (CoE) where users can vote on suggestions and ..... What should a consultant create to meet the requirement?

- A. Public Group
- B. Success Team
- C. Chatter group
- D. Queue

Correct Answer: C

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#### QUESTION 9

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. Multi-factor authentication
- C. Connected apps
- D. Social sign-on

Correct Answer: B

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#### QUESTION 10

A consultant is working on an Advisor Link implementation for the undergraduate Advising departments. Advisors must be able to view a student's classes, track milestones, set student meetings, and integrate meetings with their Outlook calendar. The Advising department wants to know which functionality is included with Advisor Link and whether a third-party application is necessary.

Which function may require a third-party app?

- A. Success Plans
- B. Calendar syncing
- C. Degree visualization
- D. Appointment scheduling

Correct Answer: C

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#### QUESTION 11

A law school wants a recruitment and admissions system with a multichannel marketing tool, Admission officers want an application portal they can brand. Marketers want an integrated social listening tool. Which solution set should the consultant recommend?

- A. Education Cloud, MuleSoft, AnyPoint Platform, Pardot
- B. Education Cloud, Elevate, Experience Cloud
- C. Education Cloud, Experience Cloud, Marketing Cloud
- D. Education Cloud, Nonprofit Cloud, Marketing Cloud

Correct Answer: C

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#### QUESTION 12

An institution has centralized email communications for alumni. Departments across the university should only be able to view their team's content. What should a consultant recommend to meet this requirement?

- A. Salesforce Data Management Platform
- B. Einstein Account-Based Marketing
- C. Pardot Business Unit
- D. Marketing Cloud Business Unit

Correct Answer: B

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### QUESTION 13

The Advancement office wants to replace its legacy system with Salesforce and has hired a consultant to help them build a CRM Strategy. What are two recommendations the consultant should make to meet this requirement?

- A. Define organizational objectives.
- B. Start solution design during a discovery session.
- C. Implement Nonprofit Success Pack.
- D. Prioritize the organization's initiatives.

Correct Answer: AB

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### QUESTION 14

The Student Services department wants a way for students and advisors to picture academic options more clearly and visualize degree requirements.

Which two components should the consultant recommend to meet their needs?

Choose 2 answers

- A. Success Plans
- B. Path
- C. Pathways
- D. Plan Requirements

Correct Answer: AC

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### QUESTION 15

Recruiters at an institution are evaluating tools to enhance their email. They want to see when a student has opened an email or clicked on a link. Recruiters also want to insert time slots directly from their calendar into an email and allow students to choose the meeting time.

Which solution should the consultant recommend?

- A. Gmail Integration
- B. Custom automation
- C. Einstein Activity Capture
- D. Salesforce Inbox

Correct Answer: C

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