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QUESTION 1

A university\\\'s strategic goal is to improve its MBA program rankings. A data point that influences the MBA program ranking is acceptance percentage. Theschool has asked a consultant to help it reach the goal, and increase prospective student engagement across multiple channels.

What should the consultant recommend?

A. Leverage Advisor Link to advise them on the application yield.

B. Use Education Cloud toreplicate the current systems and processes.

C. Implement Marketing Cloud to manage recruitment campaigns.

D. Implement Pardot Lead Scoring to find well qualified students.

Correct Answer: B

QUESTION 2

A large university has a Career Service Center that provides career advice to current students and alumni. Staff provide advice ...... the phone, via email and face-to-face. Students and alumni are served on a first come, first served basis and are rarely assigned to a specific advisor.

What should the consultant recommend to meet the requirement?

A. Success Teams

B. Queue Management

C. Appointment Scheduling

D. Assignment Rules

Correct Answer: B

QUESTION 3

A university is planning anenterprise wide implementation of the Education Data Architecture (EDA). It has asked the consultant do an analysis of standard functionality in EDA to identify additional apps it may need to purchase. What is a standard feature of EDA?

A. Student Advising

B. Event Management

C. Degree Auditing

D. Address Management

Correct Answer: D

QUESTION 4

The new director of Admissions plans to use Salesforce for its recruitment and admissions process. The director wants to increase the school\'s ranking and application yield by 15%. The President\'s Office and dean are supportive and ready to launch the project.

What should the consultant confirm?

A. The directorhas end-user support for the project.

B. The director has leadership support for the project.

C. The project has a specific vision.

D. The project has a measurable goal.

Correct Answer: B

QUESTION 5

The system admin has asked for training so users can learn basic Salesforce functionality at their own pace and track lesson completion. The IT department budget for paid training is very low. What should the consultant recommend?

A. Power of Us Hub

B. Trailblazer Community

C. Trailhead

D. Salesforce Einstein

Correct Answer: C

QUESTION 6

A university dean wants to refer students for summer engineeringinternships and requests a list of people who earned high final scores in the Intro to Civil Engineering class. Which objects should the consultant include in the report?

A. Program Enrollment with Contact

B. Term Grades with Contact

C. Education History with Account

D. Course Connections with Academic Program

Correct Answer: B

QUESTION 7

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

QUESTION 8

A large university is planning to release a new recruitment and admissions solution using Salesforce. The university is .... a launch window in conjunction with the campus calendar. Where should the university confirm the Salesforce product release dates that could impact the timeline?

A. Trailhead

B. Salesforce Trust website

C. Setup Menu

D. Partner Community

Correct Answer: B

QUESTION 9

The VP of Development is preparing to visit the university\\'s top supporters. The VP wants to maximize travel time by prioritizing pledges.that are most likely to close. Which reporting solution should the consultant recommend?

A. Salesforce Maps

B. Opportunity Funnel Report

C. Einstein Forecasting

D. Einstein Opportunity Scoring

Correct Answer: D

QUESTION 10

International Programs wants to track the emergency contacts for students who are studying abroad.

Which functionality should a consultant implement to meet this requirement?

A. Relationships

B. Household Accounts

C. Affiliations

D. Success Teams

Correct Answer: D

QUESTION 11

A college is replacing its legacy system with the Education Data Architecture (EDA). The consultant is working on the data migration and needs to map available classes. Which EDA object indicates a class is available for a given term?

A. Course Connection

B. Attendance Event

C. Time Block

D. Course Offering

Correct Answer: D

QUESTION 12

The director of finance needs a solution that aligns pledges and donations captured in Salesforce with Gift Entry Manager (GEM) with the institution\\'s finance system. Which solution should the consultant recommend to meet the requirement?

A. Use the Bulk API.

B. Use Salesforce Connect.

C. Install Accounting Subledger.

D. Install Outbound Fund Module.

Correct Answer: C

QUESTION 13

A university has a Study Abroad office that is required to collect student documentation such as visa, passport, vaccinations, and other information. The university is using a spreadsheet to manage this information, and wants to track it in Salesforce.

Which EDA object should a consultant use to meet this requirement?

A. Program Plan

B. Success Team

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C. Attribute

D. Affiliation

Correct Answer: A

QUESTION 14

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 two communication examples should a consultant recommend?

Choose 2 answers

A. User contest

B. Post go-live recap

C. Teaser email

D. Project sponsor profile

Correct Answer: BC

QUESTION 15

A university plans to use Salesforce to manage its recruitment and admissions process. A prospective student goes through four maturationstages: Suspects, Prospects, Applicants, and Matriculated. IDs are assigned by the Student

Information System (SIS) at the Applicant stage.

Salesforce is the system of record in which two stages?

Choose 2 answers

A. Matriculated

B. Suspect

C. Prospect

D. Applicant

Correct Answer: CD