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Exam : **ED-Con-101**

Title : Salesforce Certified Education
Cloud Consultant

Vendor : Salesforce

Version : DEMO

NO.1 The university Development office wants to present social media ads to constituents who demonstrate low engagement in email campaigns. The department uses Marketing Cloud Corporate Edition for Campaign management.

Which Marketing Cloud product should the consultant recommend?

- A.** Advertising Studio
- B.** Social Studio
- C.** Interaction Studio
- D.** Email Studio

Answer: A

Advertising Studio is a Marketing Cloud product that the consultant can recommend to help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns. Advertising Studio is a product that allows users to create and manage advertising campaigns on various social media platforms, such as Facebook, Instagram, Twitter, or LinkedIn. Advertising Studio also integrates with Marketing Cloud Corporate Edition, so users can leverage their email subscriber data to target and retarget audiences with relevant ads. Social Studio, Interaction Studio, and Email Studio are not Marketing Cloud products that can help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns.

NO.2 A university wants to improve student retention by developing a tool for students to engage at scale, find answers to common questions and resources, and allow students to interact with student organizations.

What should a consultant recommend to meet this requirement?

- A.** Experience Cloud
- B.** Pardot Engagement Studio
- C.** Interaction Studio
- D.** Einstein Bots

Answer: A

Experience Cloud is a solution that the consultant can recommend to meet the requirement of developing a tool for students to engage at scale, find answers to common questions and resources, and allow students to interact with student organizations. Experience Cloud is a product that allows users to create and manage digital experiences for customers, partners, or employees on any device or channel. Experience Cloud can help the university improve student retention by creating a student community that provides features such as forums, articles, chat, groups, events, or surveys. Pardot Engagement Studio, Interaction Studio, and Einstein Bots are not solutions that can meet the requirement of developing a tool for students to engage at scale, find answers to common questions and resources, and allow students to interact with student organizations. Reference:

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

https://trailhead.salesforce.com/en/content/learn/modules/community_rollout_impl/community_rollout_impl_introduction

NO.3 A college plans to implement Student Success Hub and wants to configure Pathways to support students in their academic journey.

What should be considered when implementing Pathways?

- A.** There is a limit to the number of Plan Requirement records.

- B.** Pathways uses Program Plan and Plan Requirement records.
- C.** There are only two levels of Program Plan requirements in Pathways.

Answer: B

The college should consider that Pathways uses Program Plan and Plan Requirement records when implementing Pathways to support students in their academic journey. Pathways is a feature in Student Success Hub that allows users to create and manage personalized learning plans for students based on their goals and interests. Pathways uses Program Plan and Plan Requirement records to define the structure and requirements of a learning plan, such as courses, credits, or milestones. The college should consider that Pathways uses Program Plan and Plan Requirement records when implementing Pathways to support students in their academic journey by configuring and customizing these records to match their academic programs and policies. There is a limit to the number of Plan Requirement records or there are only two levels of Program Plan requirements in Pathways are not things that the college should consider when implementing Pathways to support students in their academic journey. Reference:

<https://www.salesforce.org/products/student-success-hub/overview/>

<https://powerofus.force.com/s/article/SSHUB-Pathways>

NO.4 The Executive Education department plans to use the Education Data Architecture (EDA) for prospective and current students. The system admin wants to map prospects and students' employers to the standard Account field in Salesforce.

Which action should the consultant recommend instead?

- A.** Populate the employer Affiliation record in the Primary Business Organization field.
- B.** Select Administrative as the Default Account Model in EDA Settings.
- C.** Select Organization as the Default Account Model in EDA Settings.

Answer: A

The action that the consultant should recommend instead of mapping prospects and students' employers to the standard Account field in Salesforce is A. Populate the employer Affiliation record in the Primary Business Organization field¹. This is because EDA uses a different account model than the standard Salesforce account model, which allows for more flexibility and scalability in capturing the complex relationships and affiliations that exist in the education sector².

In EDA, an Account can represent different types of entities, such as an individual person, a household, an educational institution, an organization, or a course offering. Each Account can have a record type that defines its attributes and behavior. EDA also provides two custom objects, Relationship and Affiliation, that allow for creating connections between Accounts and Contacts. A Relationship is a connection between two Contacts, such as a parent-child or a mentor-mentee relationship. An Affiliation is a connection between a Contact and an Account, such as a student's enrollment in a course offering, or an employee's association with an organization².

By using the Affiliation object, the system admin can link prospects and students to their employers, which are represented by Accounts with the Organization record type. The system admin can also specify which Affiliation is the primary one for each Contact, by populating the Primary Business Organization field on the Contact record. This field is a lookup to the Affiliation object, and it allows for displaying the employer's name and other information on the Contact page layout. By using this approach, the system admin can avoid creating duplicate or unnecessary Accounts, and can leverage the EDA data model to capture the full network of prospects and students¹.

B . Select Administrative as the Default Account Model in EDA Settings and C. Select Organization as

the Default Account Model in EDA Settings are not valid actions for this scenario. The Default Account Model in EDA Settings is a setting that determines how EDA creates Accounts for new Contacts that are created in Salesforce. The Administrative Account Model creates one Account per Contact, and assigns the same name to both records. The Household Account Model creates one Account per household, and assigns a household name to the Account. The Organization Account Model creates one Account per organization, and assigns an organization name to the Account. However, these settings do not affect how EDA maps prospects and students' employers to the standard Account field in Salesforce, as they only apply to new Contacts and Accounts that are created in EDA3.

NO.5 An elementary school wants to implement an out-of-the-box solution to track enrollments by grade.

Which solution should the consultant recommend?

- A. K-12 Architecture Kit
- B. Nonprofit Success Pack
- C. Education Data Architecture
- D. Program Management Module

Answer: A

The consultant should recommend K-12 Architecture Kit as an out-of-the-box solution to track enrollments by grade for the elementary school. K-12 Architecture Kit is a solution that extends EDA to meet the needs of K-12 schools. K-12 Architecture Kit provides objects and features to track student information, such as grades, attendance, and program enrollments. The consultant can help the elementary school configure and customize K-12 Architecture Kit to track enrollments by grade using features such as Grade Enrollment or Grade Level. Nonprofit Success Pack, Education Data Architecture, and Program Management Module are not out-of-the-box solutions to track enrollments by grade for the elementary school. Reference:

<https://github.com/SalesforceFoundation/k12-architecture-kit>

<https://powerofus.force.com/s/article/K12-Architecture-Kit>

NO.6 A consultant has been working with a university to build a new student services solution using Salesforce. The consultant is preparing for User Acceptance Testing.

Which item should be excluded from the testing scope?

- A. User experience in production
- B. Large data volumes
- C. Data load simulation
- D. Average versus peak performance

Answer: A

User experience in production should be excluded from the testing scope for User Acceptance Testing. User Acceptance Testing is a phase of testing that involves end users validating the functionality and usability of the solution in a sandbox environment that mimics the production environment. User Acceptance Testing should not include testing user experience in production, because this can affect live data and operations, and introduce errors or risks. Large data volumes, data load simulation, and average versus peak performance should be included in the testing scope for User Acceptance Testing, because they can help evaluate the performance and scalability of the solution under different scenarios and conditions. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development->

models/test-your-applications

https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

NO.7 An elementary school plans to implement the K-12 Architecture Kit in a new org. The school want to be able to send SMS messengers to parents.

Which solution should the consultant recommend to meet the requirement?

- A. Parbot
- B. Social Studio
- C. Education Data Architecture
- D. App on the AppExchange

Answer: D

An app on the AppExchange is a solution that the consultant can recommend to meet the requirement of sending SMS messages to parents. An app on the AppExchange is an application that provides additional features and solutions for Salesforce. There are many apps on the AppExchange that offer SMS messaging capabilities, such as sending and receiving text messages, automating SMS campaigns, and tracking SMS analytics. The consultant can help the elementary school choose an app that meets their needs and budget. Pardot, Social Studio, and Education Data Architecture are not solutions that can send SMS messages to parents. Reference:

<https://appexchange.salesforce.com/appxStore?type=App&keyword=sms>

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

NO.8 A university wants to track the Biology 101 class for next semester. The class will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture HallA.

and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility.

Which object in Education Data Architecture (EDA) should a consultant use to meet this requirement?

- A. Course Offering Schedule
- B. Time Block
- C. Program Enrollment

Answer: A

The consultant should use the Course Offering Schedule object in EDA to meet the requirement of tracking the Biology 101 class for next semester that will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility for the university. The Course Offering Schedule object is an object in EDA that allows users to store information about when and where a course offering is held, such as day of week, start time, end time, or location. The Course Offering Schedule object can help the consultant meet the requirement of tracking the Biology 101 class for next semester that will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility for the university by creating two Course Offering Schedule records for the Biology 101 course offering, one for the lecture sessions and one for the lab sessions, and specifying the day of week, start time, end time, and location for each record. Time Block, Program Enrollment, or Course Connection are not objects in EDA that the consultant should use to meet the requirement of tracking the Biology 101 class for next semester that will be held on Tuesdays and Thursdays from 3:00-4:00 PM in Lecture Hall A and on Wednesdays and Fridays from 1:00-2:30 PM in the adjacent lab facility for the university. Reference:

<https://powerofus.force.com/s/article/EDA-Course-Offering-Schedules>
<https://powerofus.force.com/s/article/EDA-Course-Offerings>

NO.9 The Recruitment and Admissions office wants to use Salesforce to track prospective students, recruitment events, student applications, digital engagement, and interactions with prospects on their mobile devices. Prospective students communicate via SMS on their mobile devices, social media, and email.

Which solution should the consultant recommend?

- A. Salesforce Maps
- B. Einstein Bots
- C. Activity timeline

Answer: B

Einstein Bots are chatbots that can automate conversations with prospective students on various channels, such as SMS, social media, and email. They can provide information, answer questions, collect data, and hand off the conversation to a human agent if needed. Einstein Bots can help the Recruitment and Admissions office to track digital engagement and interactions with prospects on their mobile devices, and improve the student experience¹². Salesforce Maps is a location intelligence solution that helps sales and service teams optimize their territories, routes, and schedules³. Activity timeline is a feature that displays a chronological list of activities related to a record, such as calls, emails, meetings, and tasks⁴. Neither of these solutions are directly relevant to the scenario described in the question.

NO.10 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

Answer: A

Salesforce.org releases are approximately two weeks after Salesforce.com releases. This means that Salesforce.org customers can benefit from both platform enhancements and industry-specific solutions in a timely manner. The other options are incorrect because they do not reflect the actual release cadence of Salesforce.org. Reference:

<https://powerofus.force.com/s/article/SFDO-Release-Schedule>
<https://www.salesforce.org/blog/salesforce-org-release-schedule/>

NO.11 A higher education institution has used Salesforce for many years and has Person Accounts enabled. The institution wants to install the Education Data Architecture (EDA) in its existing Salesforce environment.

Which consideration should the consultant discuss with the institution?

- A. Person Accounts are unsupported in EDA.
- B. A support ticket is required to disable Person Accounts.
- C. Person Accounts can only be merged with Administrative Accounts.

Answer: A

In Education Cloud, data about individual people, such as students, faculty, alumni, and external contacts, are saved on the Account object as Person Accounts. However, when it comes to EDA, Person Accounts are not supported because EDA uses a different account model designed to accommodate the complex relationships and affiliations unique to educational institutions². It's important to discuss with the institution that if they want to use EDA, they will need to consider how to handle existing Person Accounts, as they would need to transition to the EDA account model, which does not support Person Accounts directly¹.

NO.12 A university is interested in the Student Success Hub Tableau Accelerator. Which object should the consultant ensure there is data?

- A. Availability Topic
- B. Appointment attendee
- C. Behavior Incident

Answer: B

The consultant should ensure that there is data in the Appointment attendee object for the Student Success Hub Tableau Accelerator, because it tracks the attendance and outcomes of appointments between students and advisors. The Availability Topic object defines the topics that advisors can offer appointments for, but it does not track appointment data. The Behavior Incident object tracks the incidents and interventions related to student behavior, not appointments. Reference:

https://help.salesforce.com/s/articleView?id=sf.ssh_tableau_accelerator.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.ssh_appointment_attendee.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.ssh_availability_topic.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.ssh_behavior_incident.htm&type=5

NO.13 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

Answer: C

The consultant should recommend Education Cloud, Experience Cloud, and Marketing Cloud as a solution set to meet the requirement of having a multichannel marketing tool, an application portal they can brand, and an integrated social listening tool for the law school. Education Cloud is a product that provides solutions for higher education institutions to manage their recruitment, admissions, student success, and advancement processes. Experience Cloud is a product that allows users to create and manage digital experiences for customers, partners, or employees on any device or channel. Marketing Cloud is a product that allows users to create and manage personalized and targeted marketing campaigns for customers or prospects. The consultant can help the law school leverage Education Cloud, Experience Cloud, and Marketing Cloud to create a branded application portal, engage with prospects across multiple channels, and monitor social media conversations. Education Cloud, MuleSoft Anypoint Platform, Pardot; Education Cloud, Elevate, Experience Cloud; or Education Cloud, Nonprofit Cloud, Marketing Cloud are not solution sets that can meet the

requirement of having a multichannel marketing tool, an application portal they can brand, and an integrated social listening tool for the law school. Reference:

<https://www.salesforce.org/products/education-cloud/overview/>

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

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

NO.14 A consultant is working with a customer who already uses Salesforce and wants to enable Education Cloud. The consultant has confirmed that Education Cloud can work in the customer's existing environment.

Starting in a sandbox, which location should the consultant visit to enable Education Cloud in the existing environment?

A. App Launcher

B. Setting

C. My Account

Answer: B

Enabling Education Cloud in Existing Environment:

To enable Education Cloud in an existing Salesforce environment, the consultant needs to start by configuring the necessary settings within the Salesforce setup.

Steps to Enable Education Cloud:

Access Setup: Log in to the Salesforce org and navigate to Setup.

Search for Education Cloud Settings: In the Quick Find box, type "Education Cloud" and select the relevant settings to enable the features.

Configure Features: Enable and configure the desired Education Cloud features such as Student Success Hub, Admissions Connect, and more.

Testing in Sandbox: Initially, perform these steps in a sandbox environment to ensure everything works correctly before deploying to production.

Verification:

Ensure all necessary Education Cloud components are enabled and configured correctly.

Conduct thorough testing in the sandbox to validate functionality.

Reference:

Salesforce Help: Enable Education Cloud

NO.15 The advancement team uses Education Cloud for Advancement for its fundraising operations. The team wants a tool to help determine whether they will meet the campaign goal.

Which analytics tool should the consultant recommend?

A. Campaign Influence

B. Tableau Prep Conductor

C. CRM Analytics

Answer: C

CRM Analytics, formerly known as Einstein Analytics, is a powerful analytics tool within Salesforce that provides advanced data analysis and visualization capabilities. For the advancement team looking to determine whether they will meet their campaign goal, CRM Analytics can offer detailed insights into fundraising performance, donor contributions, and campaign progress. This tool allows the team to create dashboards and reports that track key metrics and help predict future outcomes based on historical data.

Reference:

CRM Analytics

Education Cloud for Advancement

NO.16 A university uses the Education Data Architecture (EDA) to manage its prospective and current students. The student Contact Mailing Address fields and records are populated in Salesforce through an integration with an external system.

What should the consultant recommend?

- A. Disable address-related Trigger Handler records.
- B. Disable all EDA and custom Trigger Handler records.
- C. Set record-level trigger firing based on the Account record type.
- D. Set the Default Account Model to Administrative.

Answer: A

The consultant should recommend to disable address-related Trigger Handler records for the university that uses EDA to manage its prospective and current students and has the student Contact Mailing Address fields and records populated in Salesforce through an integration with an external system. Trigger Handler records are records that control the behavior of EDA triggers and can be disabled or enabled as needed. Disabling address-related Trigger Handler records can help prevent duplicate or conflicting address records from being created or updated by EDA when the student Contact Mailing Address fields and records are populated in Salesforce through an integration with an external system. Disabling all EDA and custom Trigger Handler records, setting record-level trigger firing based on the Account record type, or setting the Default Account Model to Administrative are not recommendations for the university that uses EDA to manage its prospective and current students and has the student Contact Mailing Address fields and records populated in Salesforce through an integration with an external system. Reference:

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

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

NO.17 Career Services wants to import internship information from a spreadsheet into Salesforce. Student contact and educational information is populated from the Student Information System (SIS) to Salesforce. The spreadsheet has a list of interns, their student ID numbers, their email addresses, company phone numbers, company names, and start and end dates.

Which external ID should the consultant recommend to match spreadsheet information with the Salesforce Contact record?

- A. Email address
- B. Student number
- C. Company name
- D. Company phone

Answer: B

The student number is the external ID that the consultant should recommend to match spreadsheet information with the Salesforce Contact record. The external ID is a field that uniquely identifies a record and can be used to match records from different data sources. The student number is a unique identifier for each student that can be used to match the spreadsheet information with the Contact record in Salesforce. The email address, company name, and company phone are not unique identifiers for each student and cannot be used as external IDs. Reference:

https://help.salesforce.com/s/articleView?id=sf.data_loader_match_record.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.customize_externalid.htm&type=5

NO.18 A university to use Salesforce for its recruitment and admissions process and needs to integrate it with the Student Information System (SIS).

Which step should the consultant take initially?

- A. Identify Integration layers.
- B. Disable Trigger Handler records.
- C. Use the Data Import Wizard.

Answer: A

The first step that the consultant should take when integrating Salesforce with the Student Information System (SIS) is to identify the integration layers, which are the components that define how data is exchanged between the systems, such as the data model, the data format, the data transport, and the data security. This will help the consultant understand the scope and complexity of the integration project and choose the appropriate tools and methods. Disabling Trigger Handler records and using the Data Import Wizard are steps that can be taken later in the project execution or testing phase, not initially. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-integrations>

https://help.salesforce.com/s/articleView?id=sf.data_loader_disable_triggers_workflow.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.data_importer.htm&type=5

NO.19 The Advancement department wants to extend its Salesforce environment to support event management, including registration pages, ticketing, and agenda-building functionality.

Which solution should the consultant recommend?

- A. App on the AppExchange
- B. Elevate and Giving Pages
- C. Gift Entry Manager
- D. Event Monitoring

Answer: A

An app on the AppExchange is a solution that the consultant can recommend to extend the Salesforce environment to support event management functionality. The AppExchange is a marketplace where customers can find apps that provide additional features and solutions for Salesforce. There are many apps on the AppExchange that offer event management capabilities, such as registration pages, ticketing, and agenda-building. The consultant can help the Advancement department choose an app that meets their needs and budget. Elevate and Giving Pages, Gift Entry Manager, and Event Monitoring are not solutions that can provide event management functionality. Reference:

<https://appexchange.salesforce.com/appxStore?type=App&keyword=event%20management>

<https://www.salesforce.org/blog/event-management-apps-for-nonprofits-and-higher-ed/>

NO.20 A university system purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. The university needs to track students both as individuals and as part of a household. The Recruitment and Admissions office also wants to track events, the event locations, and the event vendors.

Which account model should the consultant recommend?

- A. Education Data Architecture (EDA) Account Model
- B. Person Account Model
- C. Standard Account Model

Answer: A

The consultant should recommend the Education Data Architecture (EDA) Account Model as the account model for the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. The EDA Account Model is an account model that allows users to store information about individuals or organizations that are related to an educational institution, such as students, parents, faculty, staff, alumni, or donors. The EDA Account Model can help the university system track students both as individuals and as part of a household using features such as Contacts, Accounts, Relationships, or Affiliations. The EDA Account Model can also help the Recruitment and Admissions office track events, the event locations, and the event vendors using features such as Campaigns or Campaign Members. The Person Account Model and the Standard Account Model are not account models that can meet the requirements of the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. Reference:

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

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

NO.21 Alumni Relations is using Salesforce with the Education Data Architecture (EDA). The department is holding an event that features a faculty member as the guest speaker. The events manager wants a report of all alumni who took a course from that faculty member.

How should the consultant create this report?

- A. Create a custom Report Type with Courses, Course Offerings, and Course Connections.
- B. Use the Course Connections with Contact's Academic Program Report Type.
- C. Add a Course Connections cross filter to the Program Enrollments with Contact report.

Answer: A

The consultant should create a custom Report Type with Courses, Course Offerings, and Course Connections to create a report of all alumni who took a course from that faculty member for the Alumni Relations office that is using Salesforce with EDA. A custom Report Type is a type of report that shows information about one or more objects and their fields, filters, and relationships. A custom Report Type with Courses, Course Offerings, and Course Connections can help the Alumni Relations office create a report of all alumni who took a course from that faculty member by showing the relationship between the Contact object and the Course object through the Course Offering object and the Course Connection object. The consultant can add fields and filters to the custom Report Type to show only the alumni who took a course from that faculty member. Using the Course Connections with Contact's Academic Program Report Type, adding a Course Connections cross filter to the Program Enrollments with Contact report, or creating a custom Report Type with Contacts, Accounts, and Affiliations are not ways to create a report of all alumni who took a course from that faculty member for the Alumni Relations office that is using Salesforce with EDA. Reference:

https://help.salesforce.com/s/articleView?id=sf.reports_builder_create_report_type.htm&type=5

<https://powerofus.force.com/s/article/EDA-Course-Connections>

NO.22 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. Case Management

C. Admissions Connect

D. Student Success Hub

Answer: C

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>