SCALING TEACHER RECRUITMENT FOR TEACH FOR PORTUGAL

WITH SALESFORCE AND OUTSYSTEMS

EDUCATION CASE STUDY

Near Partner x TEACH FOR PORTUGAL

Keywords: Salesforce data cleanup; Salesforce duplicate management; OutSystems portal; OutSystems Salesforce integration; candidate management system

OVERVIEW

Teach For Portugal is a nonprofit, part of the global Teach For All network, that works to reduce educational inequality. Its two-year program recruits professionals from many backgrounds and places them full-time in schools that serve disadvantaged communities. Today, it reaches more than 12,000 students in 98 schools across 55 municipalities, with 138 Mentors and Teachers

CHALLENGE

Teach For Portugal redesigns its recruitment model every year. New questions, new criteria, new ways of grouping candidates. The systems behind it had to keep up, and for a long time that was hard.

- **Data the team could not trust.** The application forms created a new contact without checking for an existing one, so the same person often became several records. Candidate reports were unreliable.
- **A setup that resisted change.** Changes could be fast, but the way the system was built made bugs likely and left little room to iterate.
- **Vague requirements, fixed dates.** New requirements often needed extra discovery, yet had to be live before applications opened.
- **A fragmented candidate experience.** A new email and form link at each phase, a dated interface, and no view of what came next.

A full rebuild would have fixed the structure, but for a small nonprofit team the effort and risk were out of reach. The alternative: improve what already worked, cycle after cycle, without stopping recruitment.

KEY RESULTS

3 weeks after launch, + 600 candidates were already in the 2026/27 process and over 500 had moved beyond the Initial Registration.

No errors have been reported in the new features.

Volume grew about four times between 2022 and 2026, and every edition went live on time.

THE SOLUTION

Clean data first We mapped how duplicates appeared, agreed merge criteria with the client and merged only what they validated. No data was lost.

Adapt every cycle Each year we updated Salesforce to the new recruitment model (fields, classification, emails and stages) within the existing structure, instead of rebuilding it.

A clearer front end An OutSystems portal replaced the old forms, with Salesforce as the database. For 2026/2027 we took it over, though we had not built it, and adapted it to a new assessment model by the 27 October deadline, including automatic candidate profiling and new reports.

Low risk in production Small changes, checks before every release and tests that rolled back automatically. The Teach For Portugal team ran large-scale tests before launch.

> Near Partner has been absolutely incredible. Their dedication and professionalism have been evident at every stage. It is thanks to this collaboration that we have been able to achieve the objectives set so effectively.
>
> **Pedro Almeida, Teach for Portugal**

WHY NEAR PARTNER

Teach For Portugal needed a partner who understood both the data and the people behind it.

Our Salesforce NPSP experience, combined with an understanding of nonprofits with limited technical resources, is why we improved the existing setup instead of proposing a costly rebuild.

Our Salesforce and OutSystems specialists worked as one team with the recruiters, so the portal and the data behind it were ready at the same time.

GET IN TOUCH